

Winter 2005-2006

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Front Cover: Tim Coyne airs over the quarterpipe gap at Bloomsburg Skate Park. Photo by Kelly MacCord

A black and white photograph of a man with short hair, wearing a dark zip-up hoodie over a light-colored collared shirt and light-colored pants. He is standing outdoors in front of a building with a porch covered in string lights. To his right is a tree wrapped in many small lights. The background is slightly out of focus, showing more of the building and some parked cars.

It's in your
neighborhood,
it could be
down the hall—it
could be you. ʹ

Living With AIDS

in Rural Pennsylvania

Photo by Kelly MacCord

by Mike Dostal

Bryan, a 44-year-old from Pittston, enjoys rock climbing, the occasional softball game, and a variety of outdoor activities. He attends conferences, makes public speeches, and visits schools in the Wilkes-Barre area. Bryan also has AIDS.

Symptoms like loss of equilibrium and blurred vision became noticeable for Bryan and some of his friends during a softball game. When Bryan, who requested his last name not be used, visited his neurologist, the doctor thought he had been pre-exposed to Alzheimer's disease. Soon after, people observed that Bryan was not his "usual self," and he underwent a series of tests to find out what caused him to lose his balance. When a positive diagnosis came in for AIDS, Bryan faced an overwhelming new challenge. Since then, he has embarked on a new mission to educate the public about AIDS.

Bryan recalls he underwent a difficult adjustment period. "It took me awhile to accept that I had AIDS," he says. Although unsure about whom he contracted the virus from, the risk factors were numerous, including unprotected sex and abuse of several drugs. However, Bryan recalls "alcohol was my drug of choice from the beginning." The message Bryan tries to convey, regardless of risk factors, is that AIDS is a blind killer. "It doesn't have color, religion. It has no boundaries," he says. This is part of a campaign to demonstrate to local communities the disease can pervade an area without the same media coverage it might gain in a large city. "It's in your neighborhood, it could be down the hall, it could be you," asserts Bryan.

Part of Bryan's mission is to dissolve the image of sickly, incapacitated victims of AIDS usually associated with the illness. "I don't wake up and think, 'Oh God, I have to deal with this today,'" he says. "When you're not infected, you don't understand that." Bryan indicates he wants the infected to be treated less like a charity and, instead, remembered for their proactive stance on prevention. "You look out for the homeless, or the elderly. We don't want to be in that category," Bryan says.

For Bryan, the most difficult part of having AIDS is not a medicine regimen, but the effect it has on his mind. "I'm fortunate to be as healthy as I am," Bryan says. He relies not only on medicine, but also on the support of his family, whom he credits as a source of inspiration that allows him to continue

the various services available, which include case management services, prevention and education programs, and financial support for those living with AIDS who lack resources to pay the broad range of costs they incur. All services and programs offered by CCFA are free.

In Columbia and Montour counties, 12 cases of AIDS were reported since 1999, according to the Pennsylvania Department of Health's biannual HIV/AIDS surveillance summary. In Northumberland County, 16 cases were reported in the same time, compared with 60 cases in Lycoming County. The Health Department's report warns, however, the decline in annual incidence of AIDS may be due to a decrease in AIDS diagnoses. According to the report, this could be caused by improved antiretroviral therapy, a procedure that lowers the amount of the virus in an infected person, as well as reporting delays.

A major issue for people like Bryan, according to director of HIV programs Chris Kupchik, CCFA, Bloomsburg and Wyoming Valley AIDS Council, Kingston, is "prevention fatigue." He says it contributes to "an overall increase in the rates of HIV infection," because people are overexposed to the same generic information about the disease, whether it comes to them in the form of pamphlets or school assemblies. This causes them to tune it out over time. "People are not getting the message," says Kupchik. "If they've heard it a million times, like members of the gay community have been hearing it

‘He said we should take all the infected people, put them on an island, and blow it up. I just didn’t have an easy comeback for that.’

his journey. Until a viable vaccine is developed, Bryan says the focus should be toward education. Bryan says prevention will be most effective in the efforts to contain transmission, and can benefit persons willing to be tested. Many people think the information is for a "someone else," Bryan says, "I am that someone else."

Bryan believes HIV and AIDS carry a black-label effect that other illnesses do not. "There's a stigma attached to having HIV or AIDS," says caseworker Krista Slusark, Caring Communities for AIDS, Bloomsburg. "A lot of people that are affected by this disease don't want the community to know that they are because they're just so afraid that they're going to be outcast," says Slusark.

CCFA (www.caringcommunities4aids.org) provides visitors with a comprehensive listing of

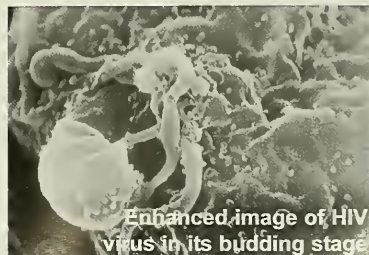


Photo by Wikipedia

LEFT. Bryan, on Main Street, Bloomsburg, believes the only way to educate people about HIV/AIDS is to interact with the public as much as possible.

since it started in the '80s, it will bring them to the point where they don't even want to think about a condom anymore," he says.

A judgmental community atmosphere can condition those who may need testing to fear exposure or backlash. Outreach specialist Jill Arthur, WVAC Kingston believes, as a result, that testing is

ineffectively used as a prevention tool. They may also desire anonymity in their attempts to get tested, though the goal is for them to become informed, and confront the issue. Kupchik says he is startled by the number of people who are instantly disinterested in testing once they are asked for personal information. "Only about half

of all people will state their full name," he says. Several agencies offer free or low-cost testing. There are testing facilities in most counties, and at state health centers.

"There doesn't seem to be much success with getting a general message out to everyone," Kupchik says. Individual-based approaches are more effective in informing the

Abstinence-based Education

Federal Program Not Appropriate in Pennsylvania Schools

As the heated national debate over federally-funded abstinence-only education continues, health officials and educators in Columbia County must confront the spread of sexually-transmitted diseases. In 1996, Congress passed legislation which began a federal program that exclusively funds abstinence-only education. According to the Planned Parenthood Foundation, \$135 million dollars per year, about \$1 billion so far, has been spent on programs that emphasize potential health and social benefits of abstinence. Sheryl Sidell, Bloomsburg High School principal, says abstinence-only is not the exclusive method implemented by the school. "We would be remiss if we just taught abstinence," she says. Sidell says to teach both is more effective, and adds, "we teach abstinence first, but also prevention." Pennsylvania is one of only three states to refuse federal funding for abstinence-based education programs, along with Maine and California.

Bloomsburg High School is not the only local school with a comprehensive program that emphasizes both abstinence and prevention. Richard Walton, Berwick Area High School principal, says abstinence, as well as prevention, are taught not only at the high school, but also at the middle school level. He believes HIV and AIDS awareness is taught by an entire community, and says information for today's youth about AIDS is "coming from a lot of different directions."

Walton also says that "schools are doing a better job" with HIV and AIDS education, a reference to comprehensive methods that address safe sex as well as abstinence.

Kupchik believes abstinence-only educa-

tion has proved, rather quickly, unsuccessful. "It didn't take very long for studies to come out to show that it's not effective," he says. "In some communities, sexually transmitted disease rates,



including HIV, have increased since abstinence-only [education] because there is no alternative available," Kupchik says.

Arthur indicates the challenge faced by these organizations is to emphasize the importance of such programs, because of community perceptions that prevent an open public discourse. The lack of public discourse hinders the use of education as a prevention tool. "Young people are not getting the sex education they need," she says. She believes the federal government is at least partly responsible for this obstacle. "Thanks to the Bush Administration, we've got this abstinence-only education," which fails to address essential safety measures, like condom use, for sexually active young people. The chief characteristic of this brand of education is that "safe sex" and decision-making for sexually active youths are not considered as viable options.

—MIKE DOSTAL

public. "We have to literally crawl in the holes of the alleyways and find the drug users, and find the people who are using prostitutes, and sharing needles, and talk to them and give them this information right then and there," he says.

A difficulty that some people involved in outreach face is the perception that HIV and AIDS are unique to the homosexual population. Arthur believes attitudes toward AIDS as well as all other sexually transmitted diseases need to reflect the changing trends in the people becoming infected. Since 1980, when HIV and AIDS were initially discovered, nearly all cases were attributed to homosexual males. The range of people who contract the illness has since become much more varied. Arthur says the most probable mode of transmission for Pennsylvania adults is no longer sexual intercourse between men, who now represent only one-fourth of those Pennsylvania residents with the disease. Almost one-

third of AIDS cases can now be attributed to intravenous drug use, and another third to heterosexual intercourse.

Intravenous drug use and sexual intercourse between men are the leading modes of transmission for Columbia County, according to Kupchik. "Injectable drug use is huge in this area," he explains, which indicates that the problem extends beyond sexual transmission. The prospect of a needle exchange program as a means to curb the spread of HIV and AIDS among the area's drug users is not an option, since Pennsylvania law prohibits such a program. Needle exchange in other countries, such as the Netherlands, has increased in recent years, and has led to a reduction of AIDS cases and bacterial infection.

The need for localized outreach programs has significantly increased with centers like CCFA appearing in more rural areas. Barbara Brodie, CCFA in Bloomsburg, believes that it is essential to destroy social obstructions, although she believes programs like those she gives at local schools spark interest, there is still a fear of actively engaging in discussion and the search for knowledge about HIV and AIDS. Brodie recalls that in general, people who have sought information from her are afraid of being labeled. "A lot of people are afraid to come in individually because they're thinking 'what if I walk into that building and they think I have HIV?'" she says.

Brodie indicates public discourse can assist in the fight against misinformation and spread of HIV and AIDS. "When people

HIV (Human Immunodeficiency Virus) and AIDS (Acquired Immune Deficiency Syndrome) are defined by the Center for Disease Control as two different conditions. HIV weakens the immune system until AIDS can develop, and cripples defense mechanisms of the body against illness. It destroys CD4 T cells, blood cells crucial to the immune system.

start asking questions, it gets other people talking, and then eventually leads to an individual maybe calling, or waiting for me as I'm packing up at the end of a program," she says. The end goal of all education programs, whether they stress abstinence before marriage as the only way to avoid infection, or that safety measures can prevent further spread of HIV and AIDS, is the same.

Bryan sees a lot of people who remain uneducated about HIV and AIDS, and recalls a meeting where someone voiced his feelings about AIDS, unaware he was in the presence of an infected person. "He said we should take all the infected people, put them on an island, and blow it up. I just didn't have an easy comeback for that," Bryan says. "The fear is still out there," he adds. With no cure or vaccine to come in the foreseeable future, Slusark, Kupchik, Arthur, Bryan, and their counterparts throughout the country will continue to play an important role in the fight against HIV and AIDS. §



Photo courtesy of Bryan

Hoagies

by Mark Shelly

Whether you call them "subs" or "hoagies," "grinders," "Po' boys," or "torpedoes," the popularity of these sandwiches is on the rise. People from different regions have their own titles for them, even if they're the same thing.

The term "hoagie" is used throughout Pennsylvania, especially the Philadelphia and Pittsburgh areas. New Jersey natives call them by several names, such as "bomber," "hero," "zep," "wedge," or "torpedo."

A cheesesteak is often called a "steak bomb" by New Englanders, and a hoagie is known as a "grinder" or "spuckie." "Sub sandwich" is common to the northwestern United States, while in the south they call them "Po' boy" as the title of choice. No matter what name they go by, the demand is undeniable.

Italians who immigrated to New York in the 19th century may have introduced submarine sandwiches. A true

Italian sub is a sandwich on a loaf of Italian bread, usually 12 inches long and three inches wide. It's filled with ham, salami, cheese, lettuce, tomatoes, onions, pickles, and is usually flavored with garlic powder or oregano.

A hoagie is a submarine sandwich with a few differences. Pickles aren't included on hoagies; subs use American cheese and hoagies include provolone. The origin of the hoagie is still contested. Some say it was tied in with the Italian's sub sandwich discovery. Philadelphia natives claim it originated there. Chester City in Delaware claims to be the home of the first hoagie. Other versions include "cosmos," which are hot sandwiches.

One of the more popular heroes is the Philadelphia cheesesteak, made with thinly-sliced grilled steak, cheese, and varieties of toppings including peppers, onions, and tomato sauce. Two Philadelphia restaurants have become famous for their cheesesteaks. Pat's Kings of



Phil Romeo says he doesn't worry about the competition. He says his menu sets him apart from his competitors.

The Hero of Sandwiches

Steaks, established in 1930, and Geno's Steaks, founded in 1966, have vied for the title of Philadelphia's best cheesesteak. Located near each other, competition is fierce. However, the demand provides both restaurants' with continued success.

"There's something about them both that makes you want to keep coming back. It's more of an experience than just a meal," says Timothy Muldoon, a Philadelphia area native and loyal customer of Geno's and Pat's. "It's a mix of one of a kind cheesesteaks, excellent service, and even a bit of history that keeps me eating at both."

With over 24,000 restaurants in 82 countries, Subway is the largest sub sandwich chain. Subway uses its nutritional benefits as a marketing tool. Many customers, who once spent money on fast food, have now turned to Subway for healthier options with the same quick service found at fast food restaurants.

Rather than large budget commercials like Subway, Berrigan's Subs, in Bloomsburg, relies on word of mouth as a form of advertising. But, Joe Berrigan, co-owner of Berrigan's Subs, doesn't believe Subway has more of an influence on his business than other restaurants. "Any place that someone spends a dollar on food other than here is competition," says Berrigan.

Consistency is what has driven the success of this shop since 1963. Michael Berrigan, Joe's father, was the pioneer of this area in terms of sub shops. He is credited with the original combination of meats and cheeses that are still used today in Berrigan's most popular sandwich, the original Italian sub. Berrigan's uses thinner rolls than others.

"We've been using the same roll supplier for nearly 42 years," says Greg Bower, Berrigan's manager.

It's not always what goes into a sandwich that makes it different; sometimes, it's what's on the sandwich. The rolls are delivered daily

and "don't have time to become stale." They are a couple of inches longer than what most shops use.

Because Bloomsburg is a college town, there is a blend of students and townspeople who regularly eat there. Bower attributes much of Berrigan's success to original recipes. "Michael Berrigan came up with an original oil recipe when the business started. It's a secret recipe, but places are actually trying to reproduce it, making a gimmick type of oil," says Bower.

Unlike Michael Berrigan's decision to open his shop close to Bloomsburg University's campus,



Wrapping up an alternative sandwich at Romeo's.

Photo by Kelly MacCord

Danville Sub Shop manager Sharon Lynn says there was no specific reason for choosing the original location. Serving made to your order cheesesteaks has been a reason for their continued success. A "homey shop with several regular customers," the Danville Sub Shop has been profitable since 1969. Lynn realizes there is a lot of competition, but sees them as equals. "We don't worry about what others do. We can only worry about ourselves," says Lynn.

Phil Romeo, owner of Romeo's Italian Submarines, in Berwick, agrees. Although Subway sells similar sandwiches, he sees his shop in a different market. "We're independent, our product is different, and we do a lot of things our own way, which people seem to enjoy," says Romeo.

Romeo's offers 43 different subs; 23 of which are hot. "Traditional Italian subs and cheesesteaks are probably our best sellers, but we have a few unique sandwiches that are popular as well," says Romeo. The Roast Beef Supreme consists of roast beef, bacon, Swiss cheese, onions, and ranch dressing.

It's not only sub shops that are taking advantage of the popularity of these sandwiches. Several pizzerias in the Bloomsburg area alone offer hot and cold subs also. Sal's Place, Napoli Pizza, Original Italian Pizza, and Luigi's Pizzeria all offer subs within walking distance of not only each other, but also Berrigan's and Subway.

The newest trend in the sub industry is customization. Since the 1960s, Sheetz has offered food in their mini-marts, which currently exceed 300 stores in six states. The touch-screens at the "Made to Order" (MTO) station allow customers to create a sandwich exactly to their liking. They can choose from 17 different sub combinations and 20 different toppings. Once the order is placed, the employee working at the MTO station begins to make the sandwich while still reading it on the screen. "Our goal is to have the customer receive their order within two and a half minutes of placing their order," says Manager Joyce Scheetz.

Grocery stores have also jumped

on the hoagie bandwagon. Weis Markets, in Bloomsburg, was the first of the chain to have a "Hoagie Shack" inside. There are currently 157 Weis stores in six states. Store and office employees compiled a list of what they liked on hoagies and this was the basis for the creation. The success of the "Hoagie Shack" has led to new ones being built in Weis stores in both Pennsylvania and New York. *S*



Photo by Kelly MacCord



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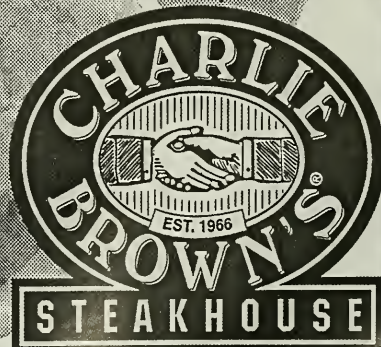
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Records

Still Spin

by Michael Quay

Nestled on Main Street in downtown Bloomsburg, Mugsy's Records sells what many people would call "outdated." But where others see junk, John "Mugsy" Coburn sees treasure. He has sold new and used records in the college town since 1989.

Originally from Hazleton, Coburn previously spent a decade working for the Wawa convenience store chain. For five years he hired and trained new employees, and then spent five years supervising a district of 16 stores from Trenton to Camden. Eventually, the nature of his job took a toll on his will to stay there. "There are a lot of rules you have to conform to when you work for somebody," he says.

He found a way out of corporate life when he attended a family gathering in 1988. His wife, Robin, spotted an entrepreneurial magazine touting new-and-used-CD stores as a promising new business market. "The thought of job security crossed my mind," he says, but he decided no such thing really

exists, so "I might as well do something I enjoy."

Coburn says he was "already collecting music, so why not collect and sell?" He says he picked Bloomsburg "because I wanted a place that had a decent downtown area and a college, which would make the customer base wider."

Coburn built up a sizable amount of albums from flea markets and yard sales. "I basically put out ads saying 'now buying CDs,' and my collection grew from there," he says. About a year later, Coburn decided to buy and sell records as well. "I knew I needed a niche because it would have been futile to compete with other stores if I only sold new CDs," he says. Coburn had to put more effort into the "now buying vinyl" ads than CDs. "Nobody could believe I wanted them. Everybody thought vinyl was completely dead at that point," he says.

Since he opened on Main Street, after 14 years in other nearby locations, more customers stop in after having a meal at nearby restaurants, and college students regularly stop in while walking past. His busiest time is



ing After 17 Years

on Friday and Saturday nights during dinner hours.

The albums at Mugsy's span a range of genres, from the standard rock of the '60s and '70s, to jazz, country, reggae, blues, rap and even comedy. Coburn prices them by conditions of the sleeve and disc as well as the presence of inserts and overall collectability. Albums by the Beatles, the Rolling Stones, Led Zeppelin, and Jimi Hendrix often sell quickly after they're traded in. Coburn says those artists are still popular because their music still holds up. "It's as fresh today as it was back then," Coburn says.

Most of the music Coburn sells is readily available on smaller, cleaner sounding CDs, so it seems that most

people would prefer them to records. However, a large part of vinyl's appeal lies in the format itself. "The artwork, the lyrics printed on the sleeve, the ability to sit, listen and look at the artwork, the crackles, it's a very honest form of music," he explains.

He also says while records may not sound as clean as their digital counter-

Photo by Mike Dostal

Photo by Kelly MacCord

parts, they still have an acoustic advantage. "When you turn up the volume on a CD, it just gets louder. When you turn up a record, it gets fuller because you can hear more of the instruments," he says.

Customers trade in records because they don't listen to them any longer, often because they have repurchased them on CD. Others

trade in records because they take up space, "a lot of guys come in here and sell their records because their wives want them gone," he says.

People often visit Mugsy's to find something they can't get anywhere else. "I get customers who like to collect everything made by a certain artist, or they're trying to replace a record that was stolen or lost," he says. Other people like looking for the obscure. "I had someone come in a little while ago who bought some R&B records by artists I never heard of," he says. Some of these R&B artists include Joe Turner, the Duprees, and Ronnie Dyson.

Coburn also gets a boost from other record collectors who trade in albums on a consignment basis. Consignment is an arrangement where Coburn and the trader agree to split the money earned from the sale of a disc. "Occasionally someone shows up with lots of great records to trade in, but I won't have enough money to buy them all. Consignment allows me to take on more product," he says.

Coburn's customers include lawyers taking a break from the nearby county courthouse, grandparents, and teenagers. "What makes me happy is when 15- and 16-year-old kids come in and they're buying records, stuff like the Doors, Jimi Hendrix, and the Clash," he says. Coburn grew up listening to those artists. "When I see other people buying it, my opinions are justified in a way," says Coburn. "I also like it because I enjoy seeing people discover music."

Coburn's position in retail sales gives him a unique view of changing trends in music. "Some genres, like rap and rock, get bigger than usual for a while and then die down a bit," he says, pointing out, "then there are other genres like rap-metal that come and go, and never come back." He also notices that "jam bands," such as Phish and Moe have more of a following among college students than other customers. A large part of their popularity comes from what they offer in concert. "Jam bands

often change their setlist from gig to gig, or they play their songs different from the album versions," he says.

What makes me happy is when 15- and 16-year-old kids come in and they're buying records, stuff like the Doors, Jimi Hendrix, and the Clash. I enjoy seeing people discover music.

— John "Mugsy" Coburn

"I just keep trying to get interesting stuff in the store. It'll stay successful as long as the merchandise keeps changing," he says. One of Coburn's motivations is the feeling he gets when people trade in their music.

"It's like Christmas for me when someone brings in a couple boxes of records, and I have no idea what's in there," says Coburn. "that's what keeps my job refreshing." He says as long as he loves his job, he'll keep Mugsy's Records open. *S*



After 14 years, Mugsy's has settled on Main Street.

Photo by Kelly MacCord

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A Flip OF A COYNE

by Brett Crossley



Volunteers grind out rough spots at skate park

Tim Coyne, 20, waits patiently for the younger skaters to clear out of the way, while he plots his course. He descends the ramp toward two quarter pipes separated by a five-foot gap, and gains speed as he approaches the jump. He launches up the first ramp and hangs in the air before landing perfectly on the second ramp, and then rides away. This is a typical day at the Bloomington area skate park for Coyne, who is not only a rider but a week-end volunteer as well.

Coyne has been going to the park for more than two years. Because of his efforts, and friends like local skateboarders Brent Robinson, 20, and Steve Johnson, 25, the park has been a place for aggressive inline, skateboarding, and BMX riders who have been banned from city streets and sidewalks. "We take care of things when problems arise," Coyne says.

The Town Park Improvement Association decided to have volunteers run the park and use the admission money to pay for repairs and any other problems the park may have. Coyne is one of a few volunteers who help maintain the

skate park. The park's first employees were paid, however the Park Improvement Association soon went with a volunteer system in order to make more money. Local riders came to help with volunteer work because the condition

He says he and Cody Rider, 21, "put in some work and got them braced, supported, and screwed down the parts of the ramps that were coming up." Next season, Coyne and the other volunteers plan to build and cover the new ramps with Skatelite, a top of the line material that goes on top of pre-existing ramps. It creates less friction than plywood so skaters will suffer less "ramp rash," a term given to skin abrasions by skaters. "Most of the Skatelite will eventually need to be replaced, and a few more ramps need to be built to fill in the gaps in the park," says Coyne.

Skaters had become a problem for the city, which led the Bloomington Town Council to pass an ordinance in 1997 prohibiting skateboarding and aggressive inline skating in the areas between Main Street and Railroad Street and between East Seventh Street and Old Berwick Road. Any skater caught in the area faces a fine and confiscation of the skateboard or inline skates. The cost to get the property back is \$15 for a first time violator. Skaters who violate the ordinance more than once will pay court costs and a fine.



Photo by Ryan Kochel

Steve Johnson
—Kickflip to
disaster tailfall

of the ramps couldn't meet the standards for insurance. "All of the ramps needed work two years ago to keep them up and running, and no one wanted to help," Coyne says.

'I love big floaty 360s
and styleie airs, rather
than something burly
like a backflip, where
it's hard to add your
own style to it.'

—Tim Coyne

Tim Coyne
—Ramp transfer



Steve Johnson
—Bluntslide

Photo by Ryan Kochel

Bloomsburg Police officer Joseph Wondoloski, says, “the majority of problems came from bikes and skateboards.” Skate Park volunteer Brent Robinson says, “I don’t even skate on the streets anymore because of the fines.” It wasn’t just property damage that made the city and police take action against local skaters, Wondoloski says. Police cite a number of factors,

such as customers leaving stores and colliding with skaters. The skaters also chipped pieces from curbs and steps and ran into houses or businesses, causing more damage.

Bloomsburg’s skaters moved their sport to Bloomsburg University, which ran into many of the same problems as the town. Bob Klinger, BU director of police says, “Students were run into going to and from

class.” Klinger says skaters disrupted summer night classes when they landed tricks and slammed on the concrete outside. “It was creating enough of a disturbance the University police were notified,” he says.

The Skate Park became a reality when Karen Heaps, former Town Park Improvement Association president, grew tired of her son get-

ting into trouble for skateboarding. "My son was a skater and had no place to go," says Heaps. The park was initially funded by private investors, fundraisers, and a state grant. "We sold raffle tickets for

jewelry, season passes, and memberships to the park," Heaps says. In May of 2000, the Town Council gave Heaps permission to start the park's construction, estimated to cost about \$80,000. This was raised

through private funds and a state grant. Public Works employees built the park, putting together the its biggest pieces, like the spine and the larger quarterpipes, the park's biggest attractions. The

From Ollies to Bluntslides: A Skateboarding Lexicon

Skateboarding has evolved from a sport to a subculture, and the language of skating and riding has evolved as well. Clay wheels, developed in the 1960s, limited early skaters to flatland tricks, such as handstands and nosepivots. In the '70s, polyurethane wheels gave them the freedom to take to the air or drained backyard pools without the worry of clay wheels breaking apart. Pool skating ushered in a new era of skateboarding characterized by the ollie, kickturns, rock-n-rolls and most importantly, the frontside air.

In an effort to replicate pool skating, skateboarders across the country built backyard ramps and halfpipes. The halfpipe, or vert ramp, dominated the skateboarding scene until the early '90s, when skateboarding spilled back into the streets. Hardflips, bluntslides, smith grinds, and other technical tricks could be seen in every urban area in the United States in the '90s.

Bloomsburg's Skate Park reflects a growing trend in skateboarding, incorporating elements of vert and street skating into one style. This new generation of "park skaters" can rip across vert ramps, grind on rails, and kickflip over gaps in the same line of tricks. The park's quarterpipes, halfpipes, pyramids, and funboxes provide skaters of all skill levels a chance to ride.

Bluntslides— sliding on just the tail and back wheels of the board.

Fakie— riding into a trick backwards.

Frontside air— launching out of a halfpipe, clearing the top of the ramp, and performing a 180 degree turn.

Funbox— wooden box with metal coping to grind across.

Grinds and slides— the act of sliding down rails, curbs, and ledges

Halfpipe— two banked concave walls, joined in the center, used to replicate backyard pools

Hardflip— a variation on a kickflip, adding a 360 degree twist to the flipping board.

Kickflip— an ollie with the board flipping over in mid-air.

Kickturn— a 180 degree turn at the top of a halfpipe wall.

Line— a planned series of tricks.

Mute grab— a mid-air trick with the skater grabbing the middle of the board. Like many skateboarding trick names, the mute grab is also a common term for aggressive inline trick.

Nosepivot— applying weight to the nose of the board and pivoting 180 degrees on the front two wheels.

Ollie— jumping with a skateboard by pushing down on the tail of the board, while sliding the front foot up the nose of the board.

Pyramids— any set of slanted ramps put together.

Quarterpipe— one banked concave wall, usually found on street courses.

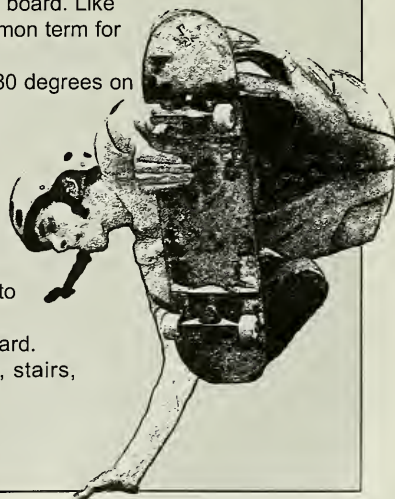
Rock-n-roll— pushing the board's nose over the top of the vert ramp, tapping the front wheels on the halfpipe deck, and rolling back into the halfpipe.

Smith grind— slide on the back truck and the toeside edge of the board.

Street— skating on a street course or performing tricks on curbs, stairs, ledges, and handrails.

Transfer— jumping from one vert ramp to another.

Vert— skating on halfpipes.



park opened in September 2001 and hosted a contest on November 3, 2001, to help finish some of the park's larger ramps. The remaining \$5,000 was spent on Skatelite for the halfpipes and spine. Heaps says, "I felt bad asking the skaters for more donations at the time, but we needed money."

The skate park has grown enough to host more competitions since the initial one, "Every once in a while we'll get motivated to hold a local contest, and round up some prizes and make a day out of it," Coyne says. Most of the competitions begin with skateboarders at the park coming together to organize a contest. "In the past it's been the skateboarders getting together the contest, rather than bikers and inline skaters," Coyne says. Most of the riders at the park are younger skateboarders from area middle schools and high schools. This gives older skateboarders, like Steve Johnson, a chance to work with younger riders. Johnson lands aerial tricks, jumps from quarterpipe to quarterpipe and soars over picnic tables with the ease of a ten-year rider. "The park gives skaters of all skill levels a chance to ride," says Johnson.

The skate park provides a guilt-free experience for skaters, where they can enjoy their sport and be cheered on by fellow riders. With the help of volunteers like Johnson, Robinson, and Coyne, skaters will always have a home in Bloomsburg. *S*



Steve Johnson
—Quarterpipe transfer

Photo by Ryan Kochel



Steve Johnson
—Quarterpipe transfer

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OUT OF THE BA AND INTO T

by Jason Scott

After over 25 years of build up, more than 4,000 locations nationwide and the promise of fun, family entertainment, drive-in theaters reached their peak by the end of the 1950s. A transition to mature films, followed by increased land values throughout the next two decades, prompted owners to sell the land to commercial developers or subdivision projects. The large price tags were too good to turn down. Also, the fear of growing entertainment options (multiplexes, video and color television) was beginning to weigh heavily on theater profits. Others sought alternative means; including flea markets and 'X-rated' pictures, to stay in business and make money.

The Point Drive-In, on Route 11 near Danville, was one theater to screen adult films. "There was very low overhead," says Dave Renn, manager of the Point. "They only needed one person to run the projector and one for the concession stand - people rarely got out of their cars."

After about 15 years of screening adult films, the theater abandoned the practice following the 1987 season. "Figures were really good for it [pornographic films]," says Mike Danchak, who managed the Point when the change was made. "The problem was video was taking over," he says.

Video production was much cheaper than shooting

BACKSEAT THE FUTURE!



and editing on film. It also provided people the luxury of watching pornography from the privacy of their own home, rather than traveling to the theater. Still, Renn believes many theaters survived the period by going this route. In all, over 1,000 screens closed from 1978 to 1988, according to the United Drive-In Theatre Owners Association (U.D.I.T.O.A.).

After the "X"-rated era ended, Danchak and owner Joe Farruggio transformed the

Point from single to triple screen and added FM stereophonic sound. Danchak says he wanted to return to a family-friendly environment, something Renn has maintained since taking over in 1990.

Renn says, "We offer something different" than the indoor or at-home rentals. "It's a different atmosphere." He believes the drive-in allows people to be themselves, whether through their style of dress, privilege to smoke, opportunity for kids to play before the

screening, or by enjoying specialty food items.

Danchak, who now manages the Mahoning Drive-In, near Lehighton, believes maintaining this relaxed atmosphere is the key to success. To do this, he makes his own repairs and installs new equipment. "Every year I do new work to the drive-in—and every year I've had it, it keeps getting better," he says.

Both Danchak and Renn do a lot of other things to keep their theaters operating at a high level. Renn books the movies and runs the concession stand, he says, as well as threads the projectors, orders supplies and keeps track of the paperwork, with the help of his eight or more seasonal employees.

Responsibilities were even greater in the past for managers and owners when they had pony rides, miniature golf, talent shows, and carside food service to maintain, along with other attractions before the night's screening.

"Most of those promotions probably stopped in the late '60s or early '70s," Renn says. "Some will still do pony rides in the summer and things of that nature—the liability insurance kills you. It can

be as high as 15 percent of your yearly gross."

The Point limits their promotion to four wheel drive jamborees and a Halloween Horror Fest during the last two weekends in October. During this special event, the drive-in screens four movies for one price on its front screen, has trick-or-treating, games and a haunted house for the kids. "It helps supplement income and pay the winter gas bill," Renn says.

Other theaters opt for flea markets during the week and on Sundays to make extra money. "We tried a flea market a couple of years ago," Renn says, "but it didn't work out because the summers were so hot and dry. Some can make enough money on a Sunday to make up for a bad weekend."

Drive-ins today primarily screen family and action films, the biggest sellers at the outdoor theater, according to Frank Sacco, owner of the Laurel Drive-In, Hazleton. Sacco, who has been around the Hazleton-based business since its inception in 1950, believes the same audience from the 1950s has returned to the drive-in because of this reason.

"A lot of people from the Poconos come down because they know of the

drive-in, and it reminds them of when they were growing up," Sacco says. Plus, the drive-in offers food, including meatball subs, chicken wings and cheesesteaks which add to its appeal. "We sell a lot of food at the drive-in," he says.

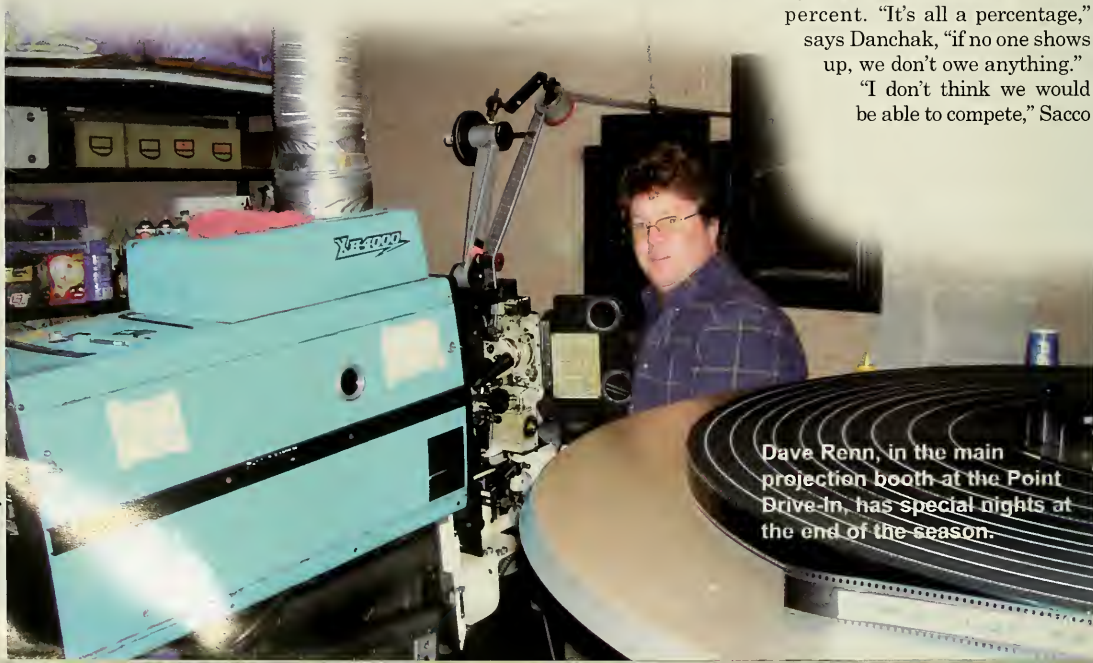
Another factor in the drive-in revival has been the transition from B-movies produced by American International Pictures, including the Beach Party series or The Amityville Horror, to first-run films like Fantastic Four and Batman Begins. In the last few years, film distributors finally allowed the release of first-run films to both the indoor and outdoor theaters.

This change has forced drive-ins to charge per person rather than per carload. The average ticket price for a drive-in in this area is \$6 for adults and \$3 for children. Meanwhile, the average ticket price at the multiplex is \$7.50–\$8.50 for adults and \$5.50 for children and seniors.

In addition, the move has raised the rates of what owners are expected to pay distributors. A typical first-run film costs owners about 60 percent of the ticket price (70 to 80 percent for films from Walt Disney Pictures), while sub-run films only cost them about 25 to 30 percent. "It's all a percentage,"

says Danchak, "if no one shows up, we don't owe anything."

"I don't think we would be able to compete," Sacco



Dave Renn, in the main projection booth at the Point Drive-In, has special nights at the end of the season.

says, if outdoor theaters had to go back to solely sub-run movies. He believes the fast turnaround to video (four or five months, on average) would be costly. People would have to get used to the idea again, business would drop off, and there would have to be a change in ticket prices.

However, this isn't something they are likely to face in the immediate future. Owners have more important issues to worry about, according to Renn. "Drive-ins are the mercy of the weather," he says, "a rainy night could cut profits by as much as 70 percent," depending on the turnout and staff.

Because of geographic location, Pennsylvania drive-ins only have about 13 weekends from Memorial to Labor Day to make profits. After school starts up, the majority operate only on weekends until late October or early November. This is something theaters in the south and further west don't have to worry about as much, and it allows them to remain open year-round.

At one time however, drive-ins located in the northeast stayed open all year, according to Danchak. "I ran drive-ins in their heyday," he says, when Ridge Pike Drive-In, Conshohocken, and the Super 130, Beverly, N.J., were open through the winter months. They used to provide customers with car heaters and plow any snow off of the fields

before the screening. Eventually this got too expensive with the price of fuel, he says and the drive-ins were forced to close for the winter.

Another issue, according to Sacco, is Daylight-Saving Time. He would like to start movies about 8 p.m. instead of 9 p.m. during the summer, in order to get people out earlier than 1 a.m.

Still, despite these minor discrepancies, owners are pleased with the overall experience their theaters give to the customers. "We have a nice, big clean drive-in," says Renn. "We try to treat people really well—it's sad to close in the fall." Sacco says, "I still enjoy it."

Apparently he is not alone, according to U.D.I.T.O.A., Pennsylvania has 35 active drive-ins as of September 28; tied for first with Ohio. The Keystone State is alone atop the list in numbers of screens, though, with 55; it is one ahead of New York.

But, that number could be on the rise again as both Sacco and Danchak say it's not improbable for them to add extra screens, something other Pennsylvania theaters including the Garden Drive-In, Hunlock Creek, and Becky's Drive-In, Walnutport, have done.

The drive-in theater industry, as a whole, appears to still thrive as seven of eight attempted reopenings in Pennsylvania have been successful, according to U.D.I.T.O.A. In all, 32 new outdoor drive-ins have been built, and 54 dark theaters have reopened at some point across the country since the 1990s. For now, the remaining drive-ins appear to be alive as people like Renn, Sacco, and Danchak refuse to roll the credits on a piece of American nostalgia. *S*



Photo by Brett Crossley

Photo by Jason Scott



Unlike walk-in theaters, drive-ins serve a wide variety of snack foods.

Beyond Crispin Field

Where '1992's Champions are now

by Andrew Young

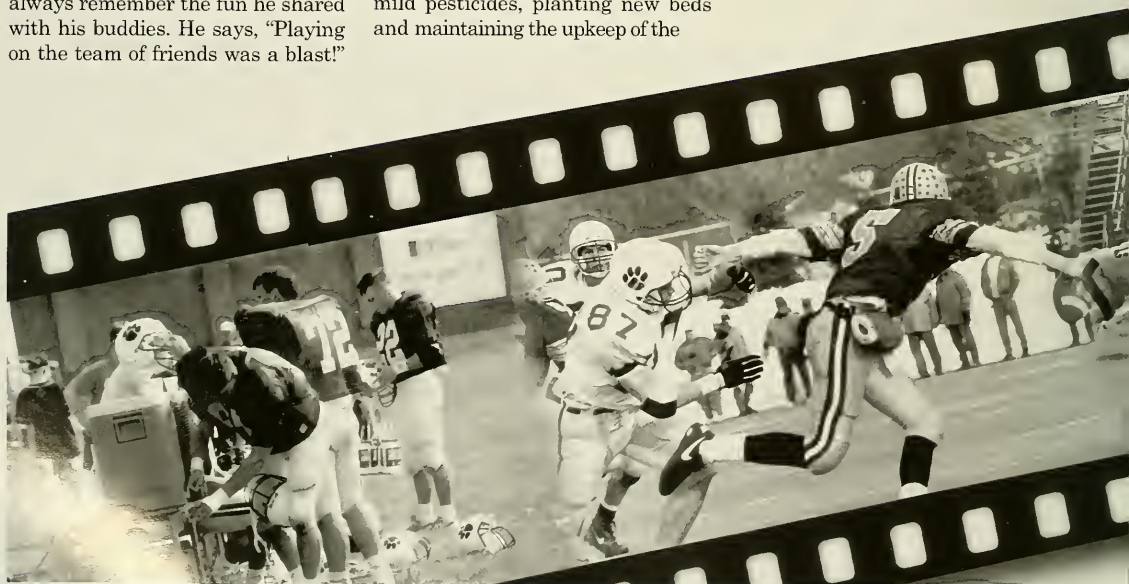
As Scott Berlin stands in the loft of his family's barn and looks at his old helmet, the memories come back. The discolored gashes are a reminder of each game he played for the 1992 Berwick Bulldogs football team. He finds a gold-tinged black streak running along the top and says, "That one was against Glen Mills. I remember that hit." From the battle against North Pocono to defeating Blackhawk in the state championship, almost all the games are represented in color on Berlin's helmet. Although it's difficult to remember some moments in the season, he will always remember the fun he shared with his buddies. He says, "Playing on the team of friends was a blast!"

After the season ended, Berwick was once again champions; it was their second state and national championship and 12th division title in 15 years. For Berlin, a defensive tackle and overall maintenance player, it was the end of his football career. Instead of going to college like many of his teammates, he chose to become a part of the family business, Berlin Greenhouses, in Berwick. He says he knew it was in his future, despite the fun he had being apart of that team.

Each day Berlin takes care of assorted varieties of flowers and plants that line the greenhouses. He is also responsible for spraying mild pesticides, planting new beds and maintaining the upkeep of the

business's sprinklers, foggers, lights and heating systems. Like Berlins before him, Scott takes pride in his work and the health of his plants. Berlin believes the Berwick football program helped him gain this strong work ethic early in his life; a result of a regimented program that emphasizes discipline and maturity. He also feels the brotherhood between players and their coaches are the most important foundations that people don't see.

Before the 1992 season, George Curry, who had been head coach at Berwick since 1971, had achieved a record of 198-48-3.



His opinions and strategies on coaching were used as a chapter in *The Football Coaching Bible*, a book compiled by the American Football Coaches Association. "If you work hard, good things will happen," is a part of Curry's philosophy. No matter how rigorous the program was, the players agree it was an optimistic, positive, upbeat environment. "It was a pleasure to coach those kids," says Curry. "To see the squad mold together and challenge each other was something, it was a championship team." It wasn't hard for him to bring out greatness in a team that shared such a strong rapport.

Not only is football Berwick's main attraction on Friday nights in fall, it's also the topic of conversation among many of the 11,000 borough residents throughout the week. Number one rankings from *USA Today* and The Associated Press, combined with ESPN coverage, didn't faze quarterback Ron Powlus or his teammates. "I was too naïve to feel the pressure," says Powlus. "We were proud of what we did so why not put it out there?" This confidence among players had them

ready for whatever the season would throw at them. Playing football was what they wanted to do, no matter what pains it entailed. "Your parents take you to the games on Friday nights with all the fireworks and excitement and it's something you look forward to," says center Jim Whitmire.

The '92 fireworks started as Powlus picked apart a stunned Glen Mills team capable of an upset. The Dawgs led 21-0 by the end of the first quarter and never looked back, winning 33-7. Lopsided victories like this proved to both Berwick fans and players that something big was about to happen. With the help of strong performances throughout the season by Jason Soboleski bulldozing defensive lines at fullback, wide receiver Chris Orlando out playing cornerbacks and Powlus at the helm, the Bulldogs won the PIAA class AAA championship. The victory capped off an undefeated season.

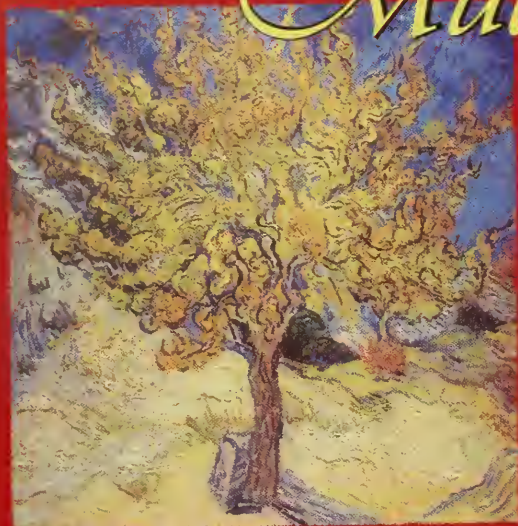
Whitmire went on to play college football at Wilkes University on a football scholarship. After two years, his passion for the game faded and he no longer enjoyed being on the practice field. He realized football wasn't what he wanted to do anymore and transferred to York College to pursue political science, law enforcement and counseling. He now works at Job Corps helping troubled youths. He feels the Berwick football program helped him gain the mental toughness he needs on a regular basis. The '92 team was a great time, he says, but it didn't define him throughout his life.



Photos courtesy of Scott Berlin

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A small inset photo of a man wearing a Philadelphia Phillies baseball uniform, including a cap and jersey with the number 18. He is smiling and holding a baseball bat.

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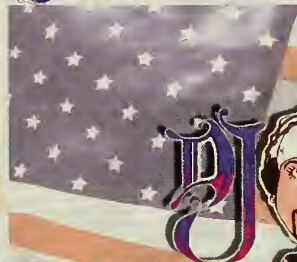
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Every article in *Spectrum* is assigned not only a writer, but also a copyeditor who works closely with the writer to assure the quality of writing and reporting meets *Spectrum's* demanding standards. This requires several drafts, each one reviewed by the copyeditor, as well as the executive editor and editor-in-chief who also work with the copyeditors and "mark up" each story. Although we expect every writer/reporter to be accurate, we also require our copyeditors to verify every fact and quote in the assigned article, as well as to find the "holes" in the reporting. In addition, the copyeditor is responsible for coordinating with our production director and executive editor the headlines, photography, captions, and design; at every step of the process the writer/reporter is fully consulted and expected to be an active participant. More important, every writer/reporter of one story is also a copyeditor for another story, thus better understanding different parts of journalism.

No matter what assignment they have, each of our staff has a voice in the magazine. We expect everyone not only to have informed opinions, but to speak out; only when the staff are given the freedom to discuss, challenge, argue—to dissent when necessary—can a publication be successful.

This issue also has a lot of voices from our community. Among those voices are those of soldiers (and one embedded reporter) who discuss what the war in Iraq has done to their own lives, miners who talk about safety issues, a woman who was abused and now counsels other abused women, Vietnamese manicurists who discuss nail art, an Olympic gymnast who is the new coach at the Air Force Academy, a former smoker who reveals why she quit, and a man who is trying to bring the Bible into public classrooms. Threading through all of their voices is the element of fear. And so, we have a special article about our fears, and why it's acceptable to have them.

Our focus, as always, is an association of writer/reporter, editors, and the people of our community. We're proud of what we do; we hope you also are proud of your community magazine. —THE EDITORS

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Grand Theft Auto: *San Andreas* is back on the shelves of Columbia County stores after the controversial game was pulled in early 2005. "Games like *GTA: San Andreas* always sell well," says Jory Lanning, sales associate at Bloomsburg's Wal-Mart. "But parents have brought it back

and said the game was way too harsh for their kids," he says. Wal-Mart, Blockbuster, EB Games, GameStop, and a number of other stores pulled the game from shelves completely.

Since its original release in October 2004, *GTA: San Andreas* has agitated parents and politicians. The offices of the Entertainment Software Rating Board (ESRB) were raided with letters and petitions looking for an explanation of how a game depicting gang violence, drug abuse, vulgar language, and a simulated sex scene, could slip under the ESRB's rating system with a "Mature" tag.

The lower left corner of the game case clearly shows it's rated "Mature" for blood, gore, intense violence, strong language, strong sexual content, and the use of drugs.

What followed its release was a media storm, with Sen. Hillary Clinton (D-N.Y.) proposing legislation to ban games of this type, or replacing their M-rated tag with the scarlet letters of videogame ratings, "AO" (Adults Only). Central to the *GTA: San Andreas* controversy is a mini-game that has the player participating in simulated sex. Found in the PC version by hackers, the sex game could be reached on consoles by discovering the unused and formerly hidden code.

The re-release of *GTA: San Andreas* removed the mini-game sex, but gang violence is still intact. Players can still run down civilians and brandish a variety of deadly weapons. Chris Edwards, a manager at Blockbuster, Bloomsburg, says "We carry the new console edition of *GTA*, and it's still a top seller." It seems violence will always sell.

—ANDREW YOUNG

Tied Up Trying to Find the Perfect Gift?

Columbia County residents tend to buy more religious and festive ties during the holidays. During Fair Week, hunting and patriotic ties sell more, according to brothers Clifford and Harry Smith, co-owners of Unique Neckties. Unique Neckties sets up twice a year—for a month during the Christmas holidays at the Columbia Mall, and for 10 days in September during the Bloomsburg Fair.

Other ties include pictures of the Grinch, Easter eggs, leprechauns, jack-o-lanterns, and candy hearts. There are also ties decorated with pictures of movie stars, movie characters, and cartoons. The Smiths sell ties for every sport, musical instrument, and almost every tool. Ties that have pictures of beer bottles, hamburgers, and coffee patterns are also available. —DANIELLE LYNCH



Dispelling the Ghosts of Irondale Inn

The death of an elderly woman in a 1972 fire at Bloomsburg's Irondale Inn ignited rumors that it was haunted. Former guests say they saw doors opening and closing, the hot tub lid removed, and something noisily walking through rooms.

Almost nine years of managing the Inn keeps current owner J.D. Davis, 68, from believing the ghoulish tales of doors slamming and unexplained objects moving. Since taking over the Inn, Davis says he hasn't seen anything out of the ordinary.

"People have asked, but there's nothing unusual going on here," Davis says about his supposed ethereal tenant. Davis has found no documentation from former owners of any paranormal activity.

However, several websites, including www.shadowlands.net and www.leftfield-psi.net, have listed the Inn as one of Pennsylvania's haunted places.

Davis believes this hasn't affected business. Being listed as haunted can either increase or decrease the number of guests, but Davis hasn't had any ghost-hunting or ghoulish visitors. He believes that ghosts would be "a detriment and not an asset" to business. —ANDREW YOUNG

Rescued Border Collie Gets New Leash

On *Life*



2004:

Joey weighed about 30 pounds when he was brought to the Animal Resource Center.

by Mike Dostal

Joey circles the kitchen floor, panting as he waits for his owner, Karen Earlandt, Berwick, to open the front door. When he sees the front lawn, he bursts off the porch with youthful energy and turns back to face her. He wants to know where his squeaky toy is, as she lofts it into the air and Joey leaps up to catch it. The border collie has come a long way from living in an overcrowded trailer with other neglected animals.

Montour County Deputy Sheriff Daryle McNelis went to Blue Spring Terrace trailer park, Washingtonville, to enforce an eviction on May 19, 2004. His discovery of over 40 malnourished animals, and their subsequent seizure by the Animal Resource Center was the subject of a feature in the Winter 2004 issue. Since then, all the

[Anyone interested in rescuing animals can contact the Animal Resource Center phone at (570) 784-3669 or (570) 784-5598. The Hillside SPCA in Pottsville (www.hillsidespca.com) is also a no-kill shelter; its phone number is (570) 622-7769. The phone number for the Danville SPCA (www.danvillesspca.org) is (570) 275-0340.]

Spring 2006



2006: Joey and Karen Earlandt "help out" in the *Spectrum* production office.

rescued dogs have been adopted, says McNelis.

Joey weighed about 30 pounds at the time he was rescued. He now tips the scales at a healthy 67 pounds. "He looked bad at first," Earlandt says. In poor health, the border collie wasn't anxious to play. "When I adopted him, he didn't know what a ball was," says Earlandt. Joey now eats a lot better, and enjoys some of the same foods as his human companions, including gravy, peanut butter cookies, and omelettes. "He really loves his Joey omelettes—dog food, eggs and cheese," says Earlandt.

However, Joey is still adjusting to situations with people. "He wouldn't let my husband near the front lawn," Earlandt says. When Earlandt's neighbor got a new car, Joey "wouldn't let him get out," says Earlandt. Joey now "knows his boundaries," and "when cars should be here, and when they shouldn't."

When Joey isn't munching down on his omelettes, or receiving an oatmeal bath, he likes to be outside. "Joey's excited about car rides," says Earlandt. Two years ago Joey was living in a squalid trailer, and faced certain death from malnourishment. Now he runs back into his owner's house and awaits his next home-cooked meal. **S**

Photo by Rebecca Marks

He Wants That Olde Tyme Religion Back in Schools

by Mike Dostal

The last time the Bible appeared in a public school classroom was in 1963, just before the Supreme Court of the United States banned promotion of religion in public schools. The next time it appears could be this fall. A textbook designed for use in high school classrooms, the 387-page *The Bible and Its Influence*, is for sale after test periods in Oregon and Washington.

Chuck Stetson is a New York investment banker and co-author of the textbook. The text doesn't promote religion, according to Stetson. "Belief does not belong in schools, it belongs in the home," he says. What the book does, he says, is to "provide background so kids can understand references in American literature."

Stetson believes the book is necessary not only to help students become knowledgeable in the origins of literary references, but also to reintroduce the Bible into the public vocabulary. "We are the first English-speaking generation to have lost the Biblical narrative," he says. Stetson cites sibling rivalry as a concept that began in the Bible, and says this text will help students understand its origins. "They're not the first ones to experience sibling rivalry," he says. Stetson refers to the first book in the Bible for

proof. "In Genesis, siblings are killing each other," he says.

The co-author's plan to bring the Bible into classrooms is opposed by some formidable watchdogs, including the Anti-Defamation League. The group's legal counsel denies they made a statement that implies the book "teaches fundamental Protestant doctrine," and says a teacher cannot objectively teach events in the Bible as historical fact, because that would violate the Constitution. Stetson defends the text's religious neutrality. A

precautionary statement is issued to readers, and warns they will gain awareness for the Bible's religious content, but not be "pressed into accepting religion." Theologians from different religions worked as editors on the project, according to Stetson. He says Marc Stern, a member of the American Jewish Council, contributed to the editing process and "basically wrote some" of the book.

Critics from all sides of the political spectrum attack the book's credibility. Barry Lynn, Americans United for the Separation of Church and State, accuses the book of down-



THE BIBLE AND ITS INFLUENCE



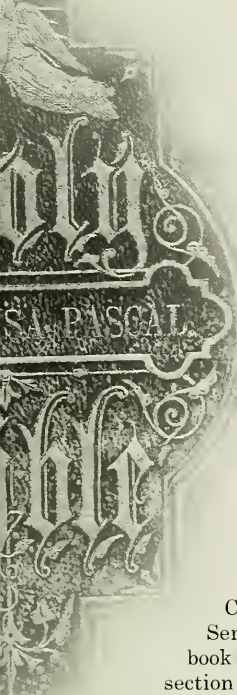
Cullen Schippe • Chuck Stetson

Photo courtesy www.bibleliteracy.org

Chuck Stetson answers questions at a conference following the release of *The Bible and Its Influence*.



Photo by Marco Ciavolino



it to the superintendent for approval." Millville superintendent Dr. Kathleen Stark says it's unclear how the book would be received. "I'm not sure how the board would feel about that," she says.

School officials have yet to address the idea of introducing the book into their curriculum. Benton superintendent Dr. Gary Powlus says he's "unfamiliar with the book." The superintendents of Berwick and Bloomsburg schools, James Kraky and Joseph Kelly, declined comment.

The Bible Literacy Project features a section on its website, www.bibleliteracy.org, that explains the course for schools interested. The two required texts for the designed course are *The Bible and Its Influence*, and a Bible translation of the individual student's choosing. If the reaction by Columbia County school officials is any indication, the book won't be available any time soon. **S**

playing the overall historical impact of religion by minimalizing Christian support for slavery, as well as Christian anti-Semitism. The textbook features a short section that explains briefly how the book has been used to support slavery and anti-Semitism. Stetson agrees the Bible "has been used for these purposes," but his textbook focuses on literary aspects as opposed to historical information. He also says the book does not attempt to refute or prove any theories about the origins of man. "Anything to do with science, we left alone," he says.

A test group at Concord University, in Athens, W.Va., consisted of 27 high school teachers and college professors. Stetson says some of the suggestions he received during the test were later incorporated into the book.

If *The Bible and Its Influence* were to enter the curriculum in Columbia and Montour county schools, it would need to be reviewed by curriculum councils and approved by superintendents and school boards. Southern Columbia High School Principal Paul Caputo hasn't read the book or examined the results of the testing phase. He explains that a curriculum committee would review the textbook, and if they were to approve it, he would "send



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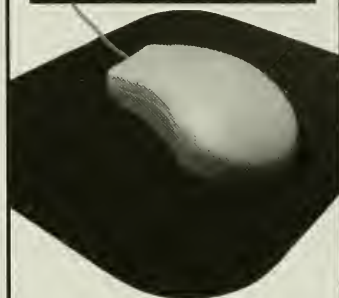
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PFA: A Shield from Violence

by Bethany Francis

Kathlene Russell, 50, is a victim of domestic violence; her ex-husband was her abuser. "Once, he used a telephone cord to strangle me, while he was beating me with the receiver," says Russell. In another incident of abuse, he used a belt to beat her; there were welts and gashes all over her legs. That's when she took herself and her children to a shelter. The staff at the shelter took her to the hospital where the doctor told her that her skin was like "a mass of bruises of varying ages," Russell says. "I realized that I could die, that's when I knew I had to leave," she says. Russell is now the executive director of the Women's Center in Bloomsburg.

Domestic violence has reached near-epidemic levels in the United States, with 29 percent of women, and 22 percent of men saying they've experienced physical, sexual, or psychological intimate partner violence (IPV) during their lifetime, according to a national study done by the Centers for Disease Control (CDC). "Society is just now recognizing this as a social problem," says Grace Penman, director of counseling at the Women's Center. In Columbia County, 344 Protection From Abuse (PFA) orders were issued in 2004 and 2005. Ninety percent of PFA requests come from Beyond Violence or the Women's Center, says Tami Kline, Columbia County prothonotary.

The recent murders at the Stone Castle Motel, Bloomsburg, in January are an example of what happens when domestic rage can't be

controlled. Betty Dick received a PFA against her husband, Anthony, before the shootings. He is accused of murdering their children, 18-month-old James A. Dick and four-year-old Creed D. Vincent, before shooting Betty, who sustained critical injuries. He was issued PFA orders from two other women. Witnesses told reporters that Dick was living with the family before the murders.

"I realized that I could die; that's when I knew I had to leave."

—Kathlene Russell

It is common for women to break their own PFAs. "PFAs are designed for the victim to initiate contact if they choose to," says Penman. PFAs are designed to deter violence. "To institute an emergency PFA, the victim should go before the magisterial district judge," says Leo Sokoloski, Bloomsburg's chief of police. However, no substantial evidence is needed to obtain a PFA. "PFAs can be given for emotional abuse as well," says Sokoloski. Still, PFAs are often violated. "They're effective but they're not a bulletproof shield," says Russell. "They're a foundation of a safety plan, they provide legal grounds against further abuse," Russell says. Russell believes that many violators aren't arrested or taken to court. Still, police officers do try to deter domestic violence. When a person violates a PFA, he or she will be charged with indirect criminal

contempt, arrested, and taken to court, says Sokoloski. A violator could receive up to a maximum of six months in jail or as much as a \$1,000 fine.

Children who live in violent homes feel the effects of abuse. "The impact on a child is comparable to directly experiencing any form of maltreatment," says Dr. Mary Duncan, assistant professor of psychology at Bloomsburg University. "There is a constant level of tension, children feel that if they express any emotion, it may trigger an episode," says Duncan.

Abusers will often threaten to harm the children if their partners leave. Although many victims may believe they're protecting their children by staying in a violent situation, the threats of violence and harm are in themselves abusive.



Photo courtesy The Daily Item

Anthony Dick, center, is accused of murdering his two children and attempting to murder his wife. She had a PFA at the time.

ence?

"Abuse is a search for control," says Dr. Mary Duncan.

INJURIES RELATED TO INTIMATE PARTNER VIOLENCE (IPV):

- Bruises
- Knife Wounds
- Pelvic Pain
- Headaches
- Back Pain
- Broken Bones
- Gynecological disorders
- Pregnancy difficulties such as low birth weight and perinatal deaths
- Central nervous system disorders
- Symptoms of post-traumatic stress disorder
- Heart or circulatory conditions

Information courtesy of the CDC.

Since 1996, 17 children have lost one or both parents because of domestic violence in Columbia and Montour counties, says Robyn Hampton, director of outside services at the Women's Center. Still victims face a lot of potential harm when they are trying to leave their abusers. "When a woman tries to leave a violent situation, it is the most dangerous time for her, and she may try to leave a violent situation on an average of seven times before she is finally able to break free," says Hampton.

"Abuse is the search for control, whether it is economic, sexual, physical, or even emotional," says Duncan. Abusive persons will use children, threats, isolation, intimidation, put-downs, male privilege or other forms of harassment to control their victims. Michael, 33, an insurance salesman, who asked that his name be changed for publication, is a former abuser. "I thought I could handle it, but I couldn't. I thought I could manage my anger," says Michael. He and his wife have four young children. "My wife would say something to me, then we would get into an argument, soon it would escalate into screaming and yelling," he says. "After one incident, my wife took action," Michael says. After that it was

"about slowing down and realizing that I have a problem. That's when I knew I was ready for help." He says he has been undergoing therapy with his pastor for the past few years. He and his wife are still trying to work

"When a woman tries to leave a violent situation, it is the most dangerous time for her."

—Robyn Hampton

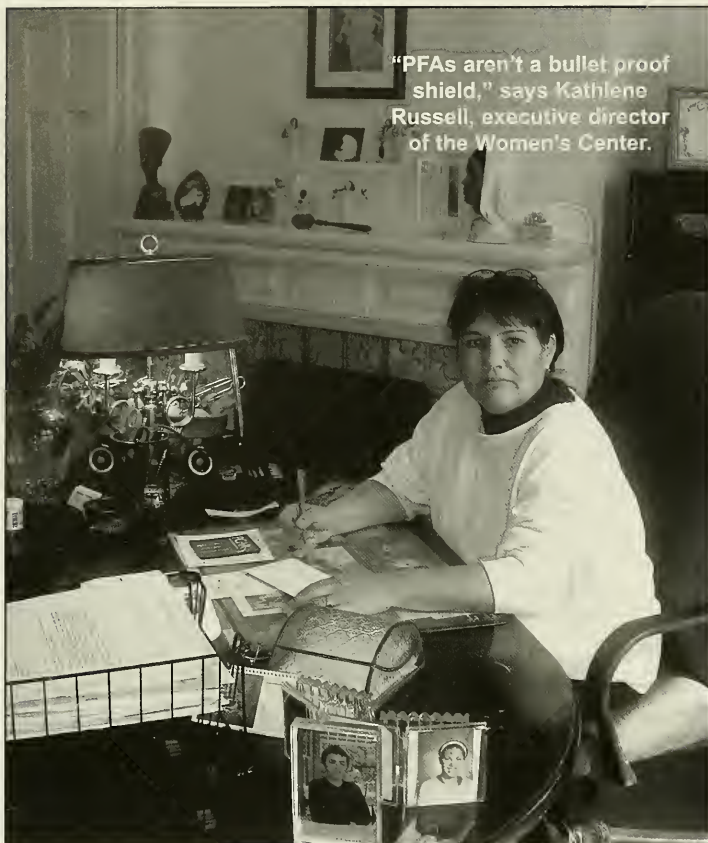
things out. "It's a process," he says. Another characteristic of an abuser is that he or she chips away at the victim's self-esteem slowly over time. "Domestic violence is a chronic and escalating pattern," says Duncan. Abusers want to have complete control over their victims. Many objectify family members in

order to keep abusing. "It's easier to abuse an object than a person," says Penman. Besides hitting and yelling, an abuser will often go to great lengths to keep control. "Some abusers will go as far as removing the phones from the home while they are away so their victims cannot call for help. They may even check the odometer on the family car to make sure their partner didn't go anywhere they weren't supposed to," says Hampton.

Women stay in abusive relationships "because they fear their abuser, and because there are many economic and social pressures to consider," says Russell. Fear seems to be a driving force as to why people stay in abusive relationships. Russell believes society still looks down upon single mothers. "A lot of



Photo by Rebecca Marks



"PFAs aren't a bullet proof shield," says Kathlene Russell, executive director of the Women's Center.

women wonder how they could raise their children by themselves," says Russell. Despite the violence, she says many victims still love their abusers. "When I ask victims what they want for themselves, their first reaction is that they want their abusers to get help," says Russell. Victims often go from one abusive relationship to the next. Penman believes that this is because abusers seek out their victims. "They look for people that have good qualities; kindness, honesty, perhaps a nurturing personality. Then they show the best side of their personality in the beginning of the courtship," says Penman. The victims are unaware of violent tendencies in their abuser's personalities, she says.

"When a woman is trying to leave

an abusive situation, the most important things are her safety and that of her children," says Russell. The Women's Center offers a shelter at an undisclosed location that allows safety and anonymity. Whether the victim finds support in family and friends or through professional help, it takes time to heal from the damage caused by domestic violence. **S**

NATIONAL STATISTICS OF DOMESTIC VIOLENCE

Nearly **5.3 million** incidents of Intimate Partner Violence (IPV) occur among U.S. women ages 18 and older, and **3.2 million** occur among men.

IPV results in nearly **2 million** injuries and 1,300 deaths each year.

In 2001 IPV accounted for **20 percent** of nonfatal violence against women and **3 percent** against men.

From 1976 to 2002 about **11 percent** of homicide victims were killed by an intimate partner.

Between **4 percent** and **8 percent** of pregnant women were abused at least once during the pregnancy.

In the U.S every year about **1.5 million** women and **800,000** men are physically assaulted by an intimate partner.
www.cdc.gov

For more information go to:

www.cviconline.org, the community violence intervention center website, **www.endabuse.org**, the family violence prevention website, Pennsylvania's Coalition Against Domestic Violence official website, **<http://www.pcadv.org>**; **<http://www.cdc.gov/ncipc/factsheets/ipvfacts.htm>**, a fact sheet provided by the Center's for Disease Control and Prevention, The Women's Center's official website, **www.thewomenscenterinc.org**; its phone number is (570) 784-6632.

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Miner Concerns: Major I

Chester Smith, 55, slowly pulls himself up the steps of his bright yellow loader, grabbing the silver guide rail that leads to the seat of his favorite piece of machinery. His father was a miner for 41 years; although he says he's too old to go into the mines anymore, he continues to work second shift at Harmony Mine in Mount Carmel.

Smith has worked at Harmony for nearly nine years; before that he worked as a construction surveyor. However, the wear on his hands show the 17 years he has been a miner. Smith has lost much of his hearing in the noise of the mines. He had two uncles killed in the mines and one son so severely disabled in a mining accident he will never work anywhere again.

"It's kind of a way of life, you try to be careful and you try not to get hurt, but it happens," says Smith. Nevertheless, he still works the mines, scooping up coal in a 30-ton loader that resembles the miniature toy trucks toddlers are seen rolling along carpets and sidewalks.

The anthracite Coal Region in Pennsylvania is the largest in the world. It stretches from Northumberland to Lackawanna County, passing through the southern part of Columbia County, making coal mining a major part of the region's culture. The Coal Region emerged in 1775, seven years after the first use of anthracite coal was recorded.

Throughout their history, coal miners were exploited; unions, until 1890, were nonexistent. In 1870, anthracite mining averaged 15 coal mining deaths per every million tons of coal mined. "The mine operator attitude was thus: I'm going to send you into this unsafe area, but I'm not sending a mule in there to haul out the coal when you are

through," says Phil Smith of the United Mine Workers of America (UMWA). "Operators would say: 'I can get another man. I have to pay for another mule.'"

Immigrant workers were treated poorly, enduring prejudice by all communities and were often assigned the most dangerous jobs in the mine. Mine companies monopolized all aspects of their workers' lives, as employees were forced to use a company doctor, shop at the company store, and live in company-owned houses, always paying the highest prices. "The mine operators at that time were very unfair to their miners," says Peter Yasenchak, director of the Historical Society of Schuylkill County.

Yasenchak's father, Joseph, "worked in the mines all his life." Yasenchak recalls a personal experience involving an immigrant miner that was boarding in his family's home at the time of his death. The immigrant worked at the Kingston Coal Company in Luzerne, the same mine where his father worked, according to Yasenchak. "A horse and buggy, which was the ambulance at that time, pulled up and a gentleman came to the door," says Yasenchak. The gentleman inquired about the immigrant miner. Yasenchak's mother, Anna, explained that the miner was from Europe. The man answered, "He was killed, where do you want him?" Yasenchak's family was forced to pay for the miner's burial costs, and his family in Europe was later informed of his death via telephone. The mine where he died, however, did not help alleviate any funeral expenses. "If there was any way they could take money away from you, they would do that; the miners even had to buy their own dynamite," Yasenchak says.

The UMWA was formed in 1890 to



Issues For Small Towns

by Mallory Szymanski



December 1954: The body of Frank Peşavage, Gilberton Borough councilman, is recovered from the Saint Clair mine in Pottsville.



1895: Onlookers gather following the Audenreid cave-in, south of Hazleton along Route 309.

Photo courtesy of The Historical Society of Schuylkill County

protect the miners from exploitation. It has a safety committee that checks on mine conditions and also provides economic and grievance procedures to its members. Mary Harris Jones, otherwise known as Mother Jones the "Miners' Angel," was often seen in the anthracite region. She organized miners' wives and had them march over mountains, banging tin pans for dramatic effect. Mother Jones became involved in the struggles of coal miners in 1890, and she participated in the most brutal strikes. She was arrested and imprisoned twice for protesting violent strike conditions. During the Lattimer strike of 1897, a stream of non-union northeastern Pennsylvania miners, along with Mother Jones, marched to protest unfair working conditions. The protesters were stopped forcefully by Luzerne county police. Nineteen miners were killed; 50 more were wounded. The result of the Lattimer Massacre, near Hazleton, was a rapid growth in union involvement in the Anthracite Coal Region. The UMWA currently represents about 1,000 active miners and about 3,000 retirees in the Northeastern Pennsylvania Coal Region.

Chester Smith isn't a union

member. Most mines in this area are non-union. "I'm a company man," says Smith, who believes that joining a union is an unnecessary expense.

The Coal Mine Safety and Health Act was passed in 1969 in response to an explosion at Farmington Number 9 in West Virginia. This brought about the establishment of the Mine Safety and Health Administration (MSHA) to enforce the laws. Coal mining deaths were more than 1,000 a year in the early 20th century, and then decreased to about 450 annual fatalities in the 1950s. During the 1990s, the yearly average in coal mining fatalities decreased to 45, according to the MSHA.

Sago, W. Va., like Shamokin and Mount Carmel, is a small mining town. When the Sago mine explosion occurred in January, killing 12 miners, it affected the local area. Tom McMahon sat 300 miles away in his small Mount Carmel office the day after the Sago explosion. As president of UAE CoalCorp Associates, he runs the Harmony mine, one of 20 active deep mines left in the Anthracite Coal Region. The phone had been ringing all day with press inquiries from national news organizations. Harmony

Mine is similar to the Sago Mine in West Virginia. Sago, however, mines bituminous (soft) coal. Tom McMahon's workers filed in as usual; however, they were "gathered in little pockets" throughout the day, discussing the recent events. "The coal mining community is close-knit," says McMahon.

Many believe that incidents like Sago force MSHA to create stricter rules. "When a major accident like that occurs, MSHA relooks at some things, they enforce things, and they add things," says McMahon.

Rich Olaf, former owner of Olaf Coal Co., a deep mine in the Coal Region that "exhausted its resources" in 1997, has worked at Harmony Mine for nine years. "I see the government having knee-jerk reactions when they don't even know what happened yet," he says of the changes in regulation following Sago.

Numerous mining owners appointed by the Bush Administration are linked to the mining industry, resulting in the decline of mine penalty fines over the past five years. According to a letter to senators by John J. Sweeney, president of the AFL-CIO, under David Laurick the previous administration of MSHA was stacked with

mining industry insiders; enforcement of safety and health standards was relaxed; 17 proposed health and safety rules were withdrawn; other regulations favored by industry were implemented; and MSHA failed to keep up with existing mine safety technologies that could have saved lives in the recent mining disasters.

When a citation occurs, mine operators are usually given a warning to improve conditions before the next work day. This isn't always the case, however. "I got cited on the front end loader," says Leonard Haspe, a Reading Anthracite employee since 1990. "When the inspector put it in reverse, the horn would not sound; that would have taken a matter of minutes to fix and it cost our company \$400," he says.

Sago, a non-union mine, "had over 200 violations recorded since 1995," says Phil Smith of the UMWA. "Several of them were very serious violations that were not corrected in the time they should have been," he says. In 2005, Sago received 96 severe MSHA citations. The operation was charged less than \$150 for each serious violation, however most fines are not collected. MSHA has collected only 28 percent of the fines it has issued against coal companies since 1999, according to the World Socialist website.

Most miners believe Sago should not have passed inspection because it didn't have a second escape. "If you're in the coal mining business, it only makes sense to have a second opening," says Brian Deitz, former co-owner of Deitz Brothers in Mount Carmel. A similar mining disaster occurred in Avondale, near Bellefonte, in 1869 when a fire resulted in 179 deaths. The miners suffocated because of

a lack of ventilation. There was only one opening, preventing any possible means of escape for the workers.

In January, 70 miners awaited a successful rescue in safety chambers in a potash mine in Canada. Potash is a potassium fertilizer. In the U.S., MSHA is currently researching possibilities for the building of such chambers in coal mines.

"We are looking to see if there is a potential benefit to having rescue chambers in coal mines," says Dirk Fillpot of the MSHA. "There are these hurdles we need to overcome." Such hurdles, according to Fillpot, include finding building materials that would be able to withstand the explosive pressures and extreme heat of a coal mine. If an explosion were to occur, the chambers would have to be able to "withstand the initial blast and, more dangerously in coal mines, a second blast," Fillpot says.

The UMWA gives miners the right to "refuse to work in a mine" until their safety concerns are corrected. "In light of what's happened in the past few months, every miner is well aware of what can happen if they're not careful," says Phil Smith.

In addition to the occasional explosion, there are dangers that surround the coal mining industry that are a little more quiet, yet still dangerous. One such danger is Black Lung, a disease contracted by the prolonged breathing of coal mine

dust. MSHA requires that frequent sweeps be performed in order to help prevent or reduce the sometimes fatal disease. "Every underground mine is inspected at least four times a year," says Fillpot. Despite such efforts, the UMWA estimates that 1,500 miners still die each year from complications related to Black Lung disease.

Deitz says that "you know there's a danger there" when mining coal for a living. "Every morning before you'd go down, even the guys that didn't believe in God would start praying," he says. Olaf agrees with Deitz. "Mining is inherently dangerous and it just goes with the territory. If you can't accept that, then don't go into the business," he says.

Deitz's mine went out of business in 1999 following the death of his brother and co-owner, Robert Deitz. His "pop," Marshall Deitz, now 86 years old, was considered a "coal baron" in his heyday, owning eight coal mines in the Shamokin/Mount Carmel area.

"My brother got caved in one time," says Deitz, "The rock came down and hit his foot—it might have been as big as a television!" Deitz's brother suffered no lasting injuries, but Harmony mine was not as fortunate in 1994 when a roof fell, killing an employee.

In 2004, Walter Henry, now 63, was running a shuttle car inside Harmony Mine when another car hit him, crushing his pelvis and

hips and rupturing an artery. "I'm not doing so well right now, I walk with a cane," says Henry. Despite his current condition, Henry says that he would still mine today if he was capable of doing so. "That's all I did for all my life," he says.

At the Reading Anthracite Co., a strip mine, a man

Chester Smith (left) and Tom McMahon believe MSHA's regulations are sufficient for a mine like Harmony.



Photo by Rebecca Marks

fell 35 feet when one of the other employees forgot to lay the flop gate down on the floor. He was paralyzed from the waist down.

Haspe believes that MSHA is “a waste of taxpayers’ money,” because “they do not do their job and they are driving underground coal mines out of business,” he says.

Some believe MSHA regulations cater to larger mines and not to their operations. Cal Lorenz, owner of Cal Mining in Coal Twp., says he was forced to close his mine last winter because of the inspectors. “They have all their rules for big mines and not for people like me,” says Lorenz.

“The smaller mines feel like a lot of the rules in here were written for bigger operations and they feel there should be made reasonable exceptions,” says McMahon, thumbing through his two-inch thick, blue MSHA rulebook.

However, Phil Smith believes that being a small operation doesn’t give any special right to dismiss certain laws. “You shouldn’t value a worker that works at a small mine any differently than you value a worker at a large mine,” he says. He maintains the “law is the law,” and they should be enforced in order to protect the safety and health of all miners. “There’s been a lot of difficulty in the anthracite region in the past few years when it comes to getting them to abide by the law,” says Phil Smith.

Patrick Mack, of the Shamokin Filler processing plant, says MSHA’s laws are “interpreted very loosely by each individual inspector,” making it difficult for mine operators to follow every law. “Typically that’s where a lot of the issues will come—either the mining company resists change or the inspector tries to make changes forcefully,” McMahon says.

Olaf believes MSHA has changed over the years. “MSHA’s become a lot more forceful and not as accommodating as when I had my mine,” he believes.

The number of coal mining fatalities dropped to 25 in 2005, the lowest it’s ever been. The number has



An orange light gleams in the distance alerting miners that coal is being processed inside.

steadily decreased since 1900. The number of active coal miners has declined as well.

The low number of fatalities can in part be attributed to miners’ awareness level of the safety regulations associated with the job. “We have weekly safety meetings,” says McMahon, who also conducts annual retraining.

Despite the dangers involved with mining, men continue to walk into the mines each morning, carrying a lunchbox and a proud stride. “I like my job,” says Chester Smith. “There’s never a dull moment.”

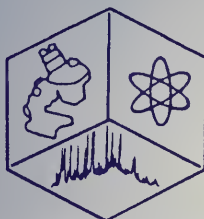
Coal isn’t heating as many homes as it did a century ago, but when an accident occurs it’s a surefire way to heat up debate. Sago was a present day accident that called attention to the hazards of coal mining, but the average American is still not aware of how easy it is for something to go wrong and for someone to get hurt. “Mining’s been very rewarding for me,” Olaf says. “It’s you versus nature; if you’re good at it, it’s rewarding—if you’re bad at it, you could wind up dead. You don’t get too many second chances to make a mistake.”



David Pennypacker drives a cart out of the Harmony mine after a 12-hour shift.

Photos by Rebecca Marks

As mining becomes safer and miners receive better pay, the smaller mining operations continue to disappear around this area. Each mine that closes severs another link to the Coal Region’s heritage, but not even the heaviest of cave-ins could cover up the history, the culture, and the way of life that will forever connect Coal Region dwellers past and present. For small coal mining towns like Sago or Shamokin that started out when the coal industry was booming, it’s difficult to outgrow the roots that have undeniably made the areas what they are today. “When you’re a coal miner you have pride because you’re in the Coal Region,” Deitz says. **S**



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Hard as Nails

Story by Danielle Lynch

Photos by Nicole Clark

Turquoise, emerald, periwinkle, and reddish-orange neon lights on the window of Le's Nails in downtown Bloomsburg lure in customers who can just walk in—after all, no appointments are needed.

Inside, Vy Thi Quyen Nong, 25, invites customers to pick out a bottle of nail polish. The multi-colored nail polish bottles are lined up on the shelves against the wall. Le's Nails is set up like other Vietnamese salons, with a row of manicure booths in the front of the salon, and pedicure tubs near the back.

Vy moved to the United States from Ho Chi Minh City (formerly Saigon), Vietnam, in 2000, and has worked in nail salons in Pennsylvania. Le's Nails opened in April 2004. Working in nail salons is a popular avenue for employment for the Vietnamese in the United States because, says Vy, “we have more freedom while working here.” She says she can take a long vacation and go back to Vietnam, “and then come back to the United States and work at a different salon.” She says she visits her family once a year.

From 1971 to 2004, 858,154 Vietnamese immigrated to the United States, according to the Office of Immigration Statistics. Between 1971 to 1980, 172,820 were admitted to the United States, mainly after the fall of Saigon in April 1975. The nail

industry is undemanding for the Vietnamese because it doesn't require English to make a living, it pays well, (roughly \$25,000 to \$35,000 a year), and there is community support, says Tin Nguyen, director of the Vietnamese Nail Care Professional Association (VNCPA).

Hung Le, 55, no relation to the owner of Le's Nails, owns Long Nails in Berwick. His wife, Van

Le's Nails. Van says she works six days a week. “We're busy in the summer because all of our customers need pedicures for their vacations,” she says.

At Nail Glamour, Bloomsburg, Hong Nguyen, 24, goes by the

Van Nguyen at Long Nails, Berwick, uses an artistic approach in the intricate designs of her manicures.



Nguyen, 35, moved to Pennsylvania from Vietnam in 1998. Before Van's husband opened Long Nails in June 2005, she worked in salons in South Philadelphia, Nail Glamour in the Columbia Mall, and

name “Anna” when at work. “I use my Baptism name because it's American,” she says. She moved from Philadelphia, where she worked at another nail salon. She was born in a



suburb outside of Ho Chi Minh City, and moved to Pennsylvania in 1991. She says she used to come to Bloomsburg to visit aunts and uncles living in the area; she now lives with them.

Anna graduated from G.A.R. Memorial Junior-Senior High School, Wilkes-Barre. Like many Vietnamese, she attended Empire Beauty School, Philadelphia. "It's quicker to go to beauty school than going to a university or college for four years," Anna says. She says most of her interest in doing nails came from being around family and friends who are manicurists. Like other Vietnamese manicurists, she says she likes "being able to be artistic while doing nails."

Hoa Thi Nguyen, 34, is the man-

ager of Royal Nails, Danville. She goes by the name "Kim" while she is at work because she wanted "a name that would be easy for my customers to remember." She moved to Pennsylvania from Phan Thiet, Vietnam, in 1990. She was a manicurist in Vietnam. Before she had children, Kim worked in Lancaster and West Chester, Pa., and also at Nail Glamour and Le's Nails.

There are different ways the Vietnamese learned to speak English. "I like to talk to my American customers while I do their nails-I learn a lot from them," Kim says. Van learned some English in Vietnam before she came to the United States, but has picked up on it more while talking to customers, listening to her children, and watching American television. Unlike Kim and Van, Anna says she doesn't "have problems with being misunderstood because I learned to speak English in kindergarten and first grade." Vietnamese students aren't taught English when they come into the cosmetology program-they already know how to

speak it, according to Stephanie Preston, cosmetology instructor at Empire Beauty School, in Philadelphia's Center City.

Vietnamese now make up 40 percent of the nail industry across the United States, according to Hannah Lee, executive editor of *Nails* magazine. In California, about 80 percent of all manicurists are Vietnamese. "There is less competition in Bloomsburg than in Philadelphia where there are salons on almost every corner," says Anna. There are 292 active manicurist shop licenses in Philadelphia County, compared to just seven salons in Columbia County and one salon in Montour County.

Each individual salon and each manicurist has to be licensed. The license hanging on the wall at PA Nails, located on Route 11, Bloomsburg, is under the name of Kim Nguyen, but Kim says she is the manager and that the owner is Kevin Nguyen. In a phone conversation, he refused to comment for publication, saying, "I'm too busy, I work in Wilkes-Barre. I'm hardly ever at the PA Nails in Bloomsburg." Kevin Nguyen also owns KN Nails in Berwick. An employee at KN Nails also refused to comment, saying that she doesn't speak English well. Two PA Nails manicurists were each fined a civil penalty of \$500 in 2004 for unlicensed activity according to the



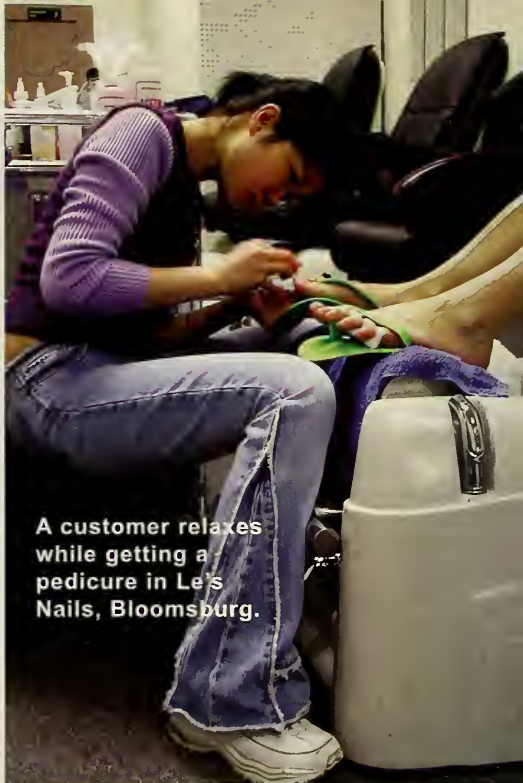
In Le's Nails, Vy Thi Quyen Nong prepares a customer's nails before they are polished.

State Board of Cosmetology. The two individuals were fined for practicing manicuring without a license, according to the State Board of Cosmetology. Between 2004 and 2005, 25 licenses were suspended in Pennsylvania, according to the State Board.

Two female employees at Da Vi Nails, also refused to comment for publication. Da Vi Nails was confirmed as out of business on November 30, 2005. The new location of Da Vi Nails in Wal-Mart, Hemlock Twp., was issued a temporary permit on January 6, 2006. The salon recently passed an inspection, and received a full license, says Brian McDonald, of the State Board of Cosmetology. The Board doesn't keep track of licensees according to where they work. However, the law requires all individuals who practice manicuring to be licensed by the Board. It also requires those licensees to work out of a licensed shop. The Board "keeps track of licensees via their home addresses," McDonald says.

Licensing isn't the only problem. Alicia Rodriguez, 38, became a manicurist in 1988 and has worked at Jolie Salon and Day Spa in Blue

Bell since 2004. "Asian salons mix their chemicals and they never tell people what they use," she claims. It's a complaint voiced by many non-Vietnamese manicurists. Vietnamese nail salon owners buy chemicals and supplies in large quantities and transfer the chemicals to small bottles, Tin says. As long as the bottles are adequately labeled it is fine, says Tin. However, the Vietnamese are often accused of using illegal products. Tin disagrees with the complaints. The chemicals are within the Environmental Protection Agency (EPA) guidelines, he says. Although chemicals used at salons fall under EPA guidelines, the Federal Drug Administration (FDA) doesn't review or



A customer relaxes while getting a pedicure in Le's Nails, Bloomsburg.

approve cosmetics before they go to market. As a result, some manufacturers continue to make products with Methyl Methacrylate (MMA), according to a *Consumer Alert* about MMA on www.beautyweb.com.

At East Street Styles, Bloomsburg, June Chapin, 26, says the difference between her products and the products at Vietnamese salons is that "all my products are labeled." She points out that her chemicals are MMA free. Products with MMA are referred to as "dental acrylics" and "nail porcelains," according to the *Consumer Alert*. MMA products can cause serious nail damage or loss, contact dermatitis, organ damage from long-term use, soreness, and infection, according to the report. "The VNCPA isn't aware of any nail salon still using supplies that contain MMA," says Tin. "Once the natural nails are coated with acrylic, they will take time to be naturally beautiful again. This is a fact that nail

The Pains of Pretty Toes

Pedicure tubs throughout the United States can cause infections, according to Hannah Lee, executive editor of *Nails* magazine.

Infections can be spread in any kind of salon because of a lack of sanitation. The main problem with pedicure tubs is that filters aren't cleaned and sanitized after every customer, according to Ollie Pendley, retired first vice-president of the National-Interstate Council of State Boards of Cosmetology (NIC). "Nail fungus is the main disease that people get from the pedicure tubs," Pendley says.

Another disease spread in the pedicure tubs is a form of tuberculosis, *Mycobacterium Fortuitum*, according to Rosanne Kinley, NIC President. Infections caused by this bacteria start out looking like bug bites. Extremely aggressive antibiotics, including IV therapy, are needed to cure the infection, Kinley says. This bacterium grows when skin, hair, and debris collect in the pedicure tub filters. "A client, usually one who has just recently shaved and left microscopic openings in the skin, places her feet and legs in the bath and the entry is obtained at that point," explains Kinley.

care clients have to accept," he says.

At the end of the 1970s the FDA took action against several manufacturers that sold MMA liquid monomers. The State Board of Cosmetology published an article in its Spring 1999 newsletter, stating that the use of MMA or similar harmful chemicals will be considered gross incompetence and unethical practice and will be subject to prosecution under the Beauty Culture Law. Disciplinary action includes refusal to license a salon, revocation or suspension of a license, and a \$1,000 civil penalty.

Rodriguez believes that Vietnamese salons haven't helped the nail industry. "I think a lot of women are starting to come back to salons where they're pampered," she adds. However, the Vietnamese "have made manicures affordable for all people and they have helped the industry grow as a whole," says Lee, executive editor of *Nails* magazine. In 2005, the nation's average was \$17 for a manicure, and \$32 for a pedicure, according to Lee. "Discount salons offer manicures for as little as \$8 and pedicures for \$15," she says.

Amber Huntington, 25, owner of Hair to Toe Salon, Bloomsburg, believes Vietnamese salons underbid Caucasians. She says she has customers who have had their nails done at Vietnamese salons, and says they tell her, "They ruined my nails," or "I'm never going back."

With justification Lee believes a lot of non-Vietnamese salons continue to claim Vietnamese salons are unlicensed and unsanitary because the Vietnamese have caused competition for them. "Like any service industry, there are people who will be unhappy with the service. By stating that Vietnamese nail salons provide a bad service is unfounded," Tin says. He believes Caucasian salons target an upscale

clientele, while the Vietnamese salons are more of a discount salon because they are informal and not lavish in terms of service.

Taryn Flick, 25, works as a manicurist at Bella Hair & Nail Boutique, Bloomsburg. "I think people go to Vietnamese salons because they want to walk in, rather than make an appointment," Flick says. She says a difference between her manicures and manicures done by the Vietnamese is that she doesn't use a drill when putting on acrylic nails. However, Vietnamese techniques are approved by the State Boards, Tin emphasizes. "They can't just dream up a technique and not follow guidelines," he says. Tin believes competition is healthy for all manicurists. "If Vietnamese nail salons do such a bad job, then why are they dominating a \$6.4 billion a year industry?" he asks.

Nail care is an art form and each technician is an artist—every tech-

Keeping Away from MMA

Indications that Methyl Methacrylate (MMA) may have been used:

- Operators wear masks (FDA has deemed this substance poisonous). However, like medical personnel, some manicurists wear masks and gloves solely to prevent infection.
- Drill use should never be damaging or painful. Drills are always used with MMA.
- Operators/owners/management are secretive about product brand names.
- Distinctly different odor from regular nail acrylic.
- Usually low service pricing (MMA Liquid costs about \$20 a gallon. Industry approved acrylic liquid costs about \$200 a gallon).
- Artificial surface will not release under extreme pressure (MMA nails rarely lift or break and will take the nail plate off the nail bed if enough pressure is applied to break it).

— from *Nails* magazine



nique they perform is based on their experience, Tin says. Whether the salon is Vietnamese or non-Vietnamese, their services provide customers with a relaxing escape along with a creative touch. **S**



"Kim" Nguyen wears a protective mask while applying acrylic nails on customer, Stacey Vernon.

Baghdad TO Bloomsburg

Adjusting to College Life After Living in a War Zone

by Frank Cunliff



Definition:
• Typical War
• Unconquered
• Resistant
• Shattered
• Fractured



Small rapid explosions usually don't draw much attention on Bloomsburg's Lightstreet Road. Lined with houses adorned with Greek letters, most of the road's residents are Bloomsburg University students whose parties frequently spill into the back alleys behind their homes. The firecrackers and bottle rockets that might not arouse interest in most students, however, are an unsettling reminder to others. "My instinct was to cut off my lights and lie in a prone position," says Richard Price. Like many college students, he is now readjusting to a civilian lifestyle after spending more than a year in a war zone.

Three days after Sgt. Price stepped off his plane home, he walked onto Bloomsburg University's campus after spending 21 months in Kuwait, Qatar, and Iraq with the Pennsylvania National Guard. While courses at the university often prove tough for students, Price half-smiles as he says, "I've been in worse situations. Guys who have been overseas have less and less to complain about after leaving a place like that." After his initial tour of duty ended, Price requested to stay an additional eight months. "I didn't feel like I accomplished what I wanted," he says. After his unit went home, Price hitched rides with other troops across Iraq until he found another National Guard group from Pennsylvania.

Price was among several National Guard members who started or resumed their studies at Bloomsburg University last fall. Sergeants

Juan Fernandez and Jason Ellis returned after receiving their orders in December 2003. "We just got done with classes and I walked into my dorm room and saw a voicemail on my cell phone," Fernandez says, "and my heart stopped." Leaving school in the first semester of their sophomore year, both men returned to Wilkes-Barre, their hometown, last February. Although the tour is officially for only a year, "the 365 is strictly boots on ground," says Ellis. They would be required to spend extra months training for new tasks and dangers. "It was real stressful, more than college," he says.

For many soldiers returning from Iraq this fall, college was stressful enough. Ryan Desmond, a specialist in an Army tank battalion, served actively since 2001. After his tour in Iraq ended, he returned to the U.S. to pursue a business education degree from Bloomsburg University. "I just stood there at the gate with my mouth open," Desmond says of his arrival in Fort Hood's airport after 16 months in a combat zone, "and a friend of mine who was going home slapped me on the back and said, 'I know what you're feeling, but we've got to get home,' so I just took a deep breath, sucked it up, and went to the next gate."

Like many other new freshmen last fall, Desmond found himself in a psychology class that exceeded 200 filled seats. When interviewed in October 2005, the mass lecture environment, which nearly all college students experience, made him visibly uneasy. "I still have trouble with big groups of people. When I sit down and look around I'm still nervous. I still shake, I bang my thumb on my notebook or whatever just to get the anxiety out," he said. The more confined

rooms on campus also caused him discomfort during his first semester. "There are a few classes where the rooms only have one exit, and I'm almost always near that exit, only two or three paces away," he said.

Desmond believes his ability to be comfortable in large groups of people has improved considerably since his return for the spring semester in January. He says he has a much easier time sitting and relaxing in his Chemistry and the Citizen mass lecture this semester. However, he is beleaguered by chronic headaches he developed overseas. To soothe the headaches, Desmond sits in a silent, completely dark room until the pain subsides. "There isn't much the VA can really do except for give me ibuprofen," he says. Since soldiers in Iraq are exposed to guerilla-style warfare tactics, the Department of Veterans Affairs (VA) is concerned soldiers might have a more difficult time adjusting to civilian life after being on guard against attacks from regular citizens.

While in Iraq, Desmond was stationed in Abu Ghraib soon after photos of U.S. soldiers abusing detained Iraqis at the prison there surfaced in the international media. In addition to taking fire at the ensuing "Battle of Easter," the attack in response to the pictures of mistreated prisoners, Desmond remembers driving an injured medic to a casualty collection point while rocket propelled grenades (RPGs) whizzed past their Humvee in a later skirmish in August 2004. Desmond squeezed his friend's soon limp hand as the medic, a 28-year-old husband and father, died en route from wounds inflicted by a roadside improvised explosive device (IED). After soldiers are removed from combat, Desmond

Richard Price gives a PowerPoint presentation in one of his instructional technology classes at Bloomsburg University.

says some still feel guilty about coming home alive without members of their units. "Sometimes guys higher up will say it's because they didn't follow their training. But there is a sense of guilt, especially when you meet their families," he says.

As Desmond, like many soldiers, searches for ways to alleviate his headaches and anxieties, the VA is under increasing pressure to accommodate the psychological and physical needs of men and women in Iraq and Afghanistan. "Something is happening that we don't really understand," says Dr. Joseph Casagrande, a psychiatrist from the Wilkes-Barre VA Medical Center. "I keep asking Iraq vets why they come in for initial assessments, but don't return for follow-ups. Sometimes not even for scheduled appointments," he says. The VA currently estimates that 30 percent of Iraq veterans will be at serious risk to develop post-traumatic stress disorder (PTSD), which could make the implications of this trend even serious. More than 18,000 veterans from Iraq and Afghanistan have already been treated by the VA for post-traumatic stress between 2002 and 2005. About 78,000 of the 225,000 soldiers and Marines who served in Iraq received mental health assistance, according to the Department of Defense. The Lebanon VA Medical Center has already treated about 500 veterans from the latest conflict in Iraq, with about 30 percent receiving care for readjustment issues. "Some military personnel may not

have PTSD, but just need someone to talk to," says Roger Sands, a Public Affairs officer from the Lebanon VA Medical Center.

Casagrande attributes some of this problem to a fear of not being a "real man" by asking for help. "It's a

Casagrande says women are more likely to admit their difficulties and pursue help. He contends men will often either turn to substance abuse or "throw themselves into their work" to deal with their problems. Nightmares, anger, and anti-

Brian Wagner is currently in the Reserve Officer Training Corps after several years as an enlisted airman, including service in Afghanistan, Iraq, and Guam.



Photo by Nicole Clark

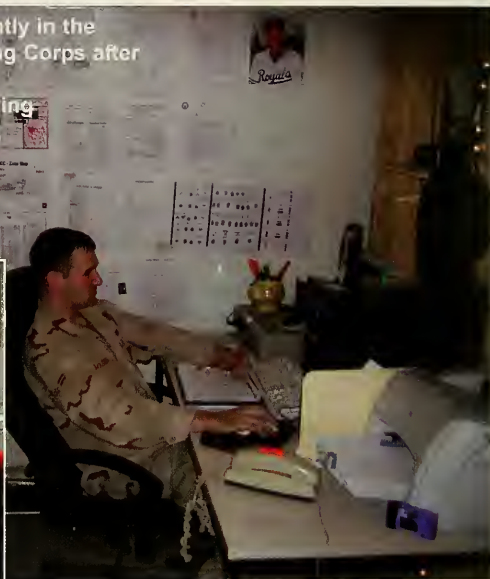


Photo by Quentin Hightower

serious hurdle," he says.

Since several soldiers who seek help from the VA are still enlisted in the National Guard or Army Reserve, he also believes the negative stigma of having a psychological difficulty on file keeps many, especially men, silent for fear of damaging their careers.

Casagrande says that while the VA offers an array of programs to help veterans adjust to civilian life, they don't promote the message that stress-related disorders are curable. "It's more than a process of 'cure,' it's a process of making peace with what happened. To expect a cure or end is inappropriate," he says. While men and women are both prone to PTSD,

social behavior are also symptoms of PTSD.

Although the largest group Casagrande treats for PTSD are veterans from Vietnam, he's treated veterans who have returned from Iraq, and some now attending college. While he says PTSD can have serious effects on soldiers' abilities to concentrate, which can make the learning process difficult, Casagrande stresses that the negative impacts on interpersonal and family relationships are the most problematic for young soldiers. "They can experience emotional numbing. It's an inability to feel love, warmth, or trust," he says.

After living with the same small group of people for over a year, Desmond says many soldiers feel

detached from their families when they return. "You'd think that when we go home families would be all lovey, but what I've experienced is I've distanced myself from my family. It's not right, but on the other hand, people get on your nerves a little more than they used to," he says. For some, these feelings of estrangement are only temporary. According to Casagrande, veterans with caring family relationships and a "strong social support system," especially before deploying, are the most likely to successfully cope with the changes accompanying the return home. As Desmond points out, "I've seen myself distance myself from my folks, but recently I've realized that's messed up, so I've been talking to them more and getting back into the groove. Everybody that I've spoken to that has gotten out of the Army after the last deployment and prior have always said they feel nervous around people, even the people they consider family."

The pressure to organize reunions with relatives who've worried about their family overseas can also be stressful. "It's not that you don't want to see people," Fernandez says, "it's just that everything in the military is so planned out, we don't feel like having to plan anything, we just want to relax."

Now juniors, Ellis and Fernandez are exercise science majors who hope to enter corporate fitness upon graduation. Price, having already earned an undergraduate degree from Bloomsburg University, began his first year of graduate studies in the instructional

become a short book, tentatively titled *Hey Mom*, which he started writing while in Iraq. Ellis, Fernandez, and Price remain active in the National Guard, and Fernandez and Ellis are also members of the Army ROTC program offered at the university. "We already know the basic military stuff, and here we learn more about the leadership side," Ellis says. After completing the ROTC program, both men will become second lieutenants. "With all the benefits, we'd be stupid not to stay in," Fernandez says of his intentions to remain in the National Guard.

In addition to active members of the armed services, ROTC programs also attract inactive reserve military personnel with the promise of advancement. "I don't really know why I didn't go ROTC to begin with," says Brian Wagner, a third-class cadet. Before going to college, Wagner served as a senior airman in Afghanistan, Iraq, and Guam for the Air Force. A native of Pottsville, he went on inactive duty this fall and enrolled in Bloomsburg University to begin classes as a criminal justice major. In addition to his regular classes, he also joined the Air Force ROTC program at Wilkes University. "You kind of respect officers who were enlisted a little more," he says. Unlike Ellis and Fernandez how-



Ryan Desmond, a specialist in a tank battalion, studies business education at Bloomsburg University.

Photo by Nicole Clark

technology department. He received the university's Dr. Martin Luther King Jr. Humanitarian Award for 2003, and also won the 2002 Parent's Weekend Essay Contest with what will eventually

Improvised explosive devices (IEDs) have accounted for more deaths and injuries in Iraq than any other weapon.



Photos courtesy Ryan Desmond

ever, Wagner can study without the prospect of redeployment; he plans to graduate in spring 2008.

Although most inactive personnel are relatively safe from being mobilized, National Guard soldiers can be recalled for a year or more with a day's notice. "It makes it hard to make plans sometimes," Fernandez says. He and Ellis were given orders to get ready for duty in Louisiana during the aftermath of Hurricane Katrina, but were never actually sent south.

In addition to the constant possibility of deployment, National Guard members face other daunting uncertainties. The Army's enlistment goal for 2005 fell short by more than 6,000 new recruits, which has strained some positions. Initially trained to use field artillery, Fernandez and Ellis were reassigned to convoy security and as military police upon arriving in the Middle East. Ellis also worked with a smaller unit guarding a stretch of the Kuwait and Iraq border. This trend hasn't gone unnoticed by



In Abu Ghraib, an American soldier gives candy to a young Iraqi child.

Photo by Ryan Desmond

other soldiers. "They could be services, working at an Air Force hotel, and then they get trained for convoy duty. Now the Air Force is taking over for Army spots," Wagner says. Although he worked with jet munitions while in the Air Force, Price served as a mechanic in the National Guard and went to Iraq believing he would repair tank tracks. When he reached Kuwait he discovered a variety of different work awaited him. "There's no time to screen each unit," says Price.

While overseas, he worked as a military policeman and bodyguard and in convoy security and in route clearing. Price never touched a tank track.

Many soldiers say they try to relate their experiences, but for their civilian friends who have never seen the Middle East, sometimes known as "Gerbers" (a reference to the baby food

company), their explanations might fall short of sufficient. "I think my area is pretty well educated as far as what life is like in the military," Wagner says, "but people don't understand exactly what we did. They don't understand that I went over to Baghdad and actually got shot at for real, with a helmet and body armor on. They don't understand that." Desmond and Price both urged their parents to avoid news reports about the situation in Iraq while they were stationed there. "They go for the 'wow' moment," says Price, "they miss the aftermath. They don't see commanders at town meetings. They miss a lot of good things." Although these men believe most people are supportive after their return, they're still sometimes faced with questions posed with less-than-ample tact. "The first thing everybody wants to know is if you killed anybody," Desmond says, "but I would have been just as happy to have gone the whole time without firing a shot." **S**

Brian Wagner sits on a throne at the Al Faw Palace, built in honor of the soldiers who freed the city from Iranian control.



Photo by Quentin Hightower

Following Local Footsteps IN Iraqi Sand

By Eric Mayes

Soldiers from
Lewisburg,
in Ramadi.

The blades of the helicopter beat through the night sky, churning a blast of cold air over my shoulders. The force of the gust was so strong it blew off my glasses. The windows of the chopper stayed open so the gunner could fire at the ground if the need arose. I sat shivering in my body armor staring at the black Iraqi sky wondering what I had gotten myself into. After days of

wading through the army's red tape, this was it. For more than a year, I had been chasing this story and I was finally near my goal. The (Sunbury) *Daily Item* had sent me to Iraq to tell the story of the Pennsylvania National Guard's 3rd/103rd Armor, a mechanized infantry unit headquartered in Lewisburg.

The chopper was my ride from the Green Zone in Baghdad to Camp Ramadi, about 65 miles northwest of Baghdad. It was my first stop on a month-long tour of Iraq. The chopper slowed and dipped, starting to descend. I scanned the ground for signs of life. A pattern of blue and green lights twinkled on the ground. Beyond that, I couldn't see anything else. The military installations were blacked out in an effort to hamper attacks.

The chopper landed, its ramp slid open and my gear and I were deposited in the dark. The Army's version of a flight attendant, a man in a flight suit who stood on the ramp, shouted: "Walk to the blue light."

A faint blue glow flickered on the horizon.

Before I could turn around to ask questions the ramp drew up and the chopper rose out of the desert, leaving me alone in the dark with a faint blue dot in the distance. I shouldered my load—a backpack, large duffel bag and rolling suitcase. Struggling through the sandy

darkness, I arrived at the light where a man in a Humvee waited to escort me to camp.

As I prepared to lie down for the evening, he warned me that the camp was attacked by mortars about 7 a.m. every day, but he told me not to worry because the Iraqis could rarely hit their target.

I was so tired that though I heard a few explosions the next morning, I slept through the daily attack.

After two days at Camp Ramadi I was ready for Camp Corregidor on the other side of Ramadi. Getting there would mean traveling in a convoy. The safest way to travel in Iraq is in the air. Roads are death traps with the possibility that every stray piece of litter or wounded animal hides a bomb, every vehicle is a potential killer and pedestrians could be a menace.

But, there was no choice.

The driver of my vehicle asked for my blood type and then wrote it in the upper left corner of the windshield, a spot that corresponded to my seat in the vehicle. The captain escorting me handed me a pair of earplugs that were to be worn in convoys. If there were an explosion, they would break up the shock waves and keep the wearer from going deaf, he explained.

The gunner was in his slot, a platform at the center of the vehicle. His upper body protruded through the roof. From my view, he was sitting in a sling and visible

only from the waist down.

The driver jerked a thumb in the gunner's direction.

"If he gets shot grab his legs and pull," he said. "And if I get hit it's your job to drive."

Pointing behind the neighboring seat, he told me, "There's extra ammo back there."

No one told him that as a non-combatant I was not allowed to use a weapon.

We went through the camp, out the gate and onto the road. When military convoys move, all civilian traffic is supposed to stop, so the road belonged to us.

Camp Corregidor is home to about 800 soldiers. A former agricultural school, it is made up of concrete buildings set behind a 10-foot-high concrete wall. The perimeter is lined with observation towers. Route Michigan runs a few feet from the gate.

Attacks usually came at dawn or dusk. They were short, consisting of four or five mortars lobbed over the wall. It didn't take long for American forces to figure out where the shots were coming from and return fire. For weeks they had come every day like clockwork.

There was gunfire every day somewhere in the camp, but a large scale attack was rare. There was only one in the three weeks I spent in Ramadi.

Instead, the American troops were engulfed in nerve-racking

IEDs

Often placed alongside convoy routes, improvised explosive devices pose one of the most serious threats for soldiers in Iraq. U.S. troops have lined humvees with sandbags to provide some protection from explosions underneath their vehicles, but are also faced with IEDs attached to wounded animals as well as devices detonated from cellular phones.



Spc. Jarrod York in Ramadi

Photo by Eric Mayes

boredom punctuated by bullets and explosions.

The worst things at Corregidor were the outdoor privies. Along with the grit, heat, and flies, they were one of the inconveniences to be endured every day. And, they were dangerous. Wearing body armor there wasn't an option. In addition to suffering the indignity of the place, sitting in a swarm of flies in the broiling sun, there was the danger of a mortar attack. The thought of the plywood shed splintering around me in a ball of flame as I sank in a pool of my own excrement was not appealing.

I timed my visits for after dark, the time of day the insurgents, lacking night-vision equipment, were least likely to attack. But, there was more to wartime reporting than worrying about the facilities.

In the most dangerous mission during my stay, the local unit took up a rotation in an observation post called O/P Hotel. It was a tense job. For months the post had been manned by members of the active Army.

Armor, but constant attacks had worn them down. The 3rd/103rd was chosen to give them a break.

Several of the 2/69's members died there and the building's walls bore scrawled inscriptions, prayers

and poems dedicated to their memory. In peacetime, the building had been a hotel. Now the site allowed the military to monitor traffic on Route Michigan. The insurgents were trying to break that hold.

The balconies that encircled the building were waist high with

months of discarded food and rubbish. Beyond the balconies, the building was cloaked in wire mesh to prevent rockets from hitting it.

Inside, the hallways were strung with camouflage netting to prevent snipers from getting a clear shot inside. Gunners and their spotters sat just outside the camouflage veil, watching the road and the city.

It was here that I met three college students who left their classrooms behind to travel halfway around the world to fight. Trained as tankers in an armored battalion, all three had been selected and trained to be snipers.

One was a Bloomsburg University student, Spc. Joseph Bennett, 24, of Athens.

"I miss college and I miss my friends," Bennett said.

The other two, Spc. Richard Taylor, 20, of Gellert, and Spc.

Fantasies by Rebecca



Rebecca Ermisch
Designer

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The Costume Shop

Jarrold York, 22, of Mansfield, had become more than friends. The group is a family forged in war.

"This is the hottest area in the whole theater," Bennett said. "It's nothing to have any kind of fire at any given point in the day."

Being a sniper makes war personal in a way many soldiers might not experience. "We do see more of our target when we pull the trigger," he said.

"Some people might look at it as really personal," he said, "but I don't look at it as really personal. It's part of my job and people expect one shot kills from us, so I try to deliver the best shot I can throw out there."

The snipers roam Ramadi, killing when ordered. None of the snipers will discuss the number of insurgents they have killed, but they make contact with the enemy fre-

quently. It's something they have to do for their own protection as well as that of their comrades.

"When you're in the middle of a firefight, the way everyone bonds together and gets the job done, it's like you don't even have to talk, everyone is looking out for each other," he said. "There is definitely a bond with soldiers in combat. It's not just something in the movies or books. It's real."

The bad part of the war, according to Bennett was the killing that catches U.S. soldiers unprepared.

"The worst, I

think, is the IEDs that go off on some of the guys," he said. "I lost some friends because of an IED. One was only 19, and to me that's upsetting."

It's the nature of combat in this war. **S**

C-130 cargo planes sit on the tarmac of the Baghdad International Airport as Blackhawk helicopters take off in the distance.



Photo by Brian Wagner

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TAKING FL

by Stephanie Eberly



Photo courtesy Ohio State University

Kip Simons plans to take the Air Force Academy to new heights



On the first day of gymnastics practice in the West Cadet gymnasium, Kip Simons, a Bloomsburg native, laid out the rules and only chirping crickets interrupted the silence. For the first time in 19 years, the Air Force Academy Falcons will have a new head coach. Although the position seems daunting, Simons believes he's prepared for the challenge of turning these men into gymnasts. "I told them it was going to be hard on the first day of practice and showed them the door; some of them actually left."

Simons is currently the youngest and only Olympic athlete to hold a position as head gymnastics coach in the NCAA, which he believes makes recruiting a little easier. Although it will take a couple of years to improve the ability of the Air Force Academy cadets, Simons says, "I want the men to realize it's not about wins and losses, but about morals and

how you feel when doing what you enjoy." He's not expecting to be competitive with more established teams like Oklahoma, Nebraska, Navy, or Army for a few years. The Air Force still needs some time to catch up.

Simons became the assistant coach at the University of California at Berkeley in 2000. They lost Simons when he accepted his current position in July 2005. "I was going to stick it out at Berkeley with hopes of eventually taking over their program," Simons says "but I was getting antsy for a head coach position."

Simons credits his first coach and mentor, Sue Krum, for the foundation of his success. Krum could have continued Simons' training at Bloomsburg's Columbia Academy, although he would have had only a moderate success story training at a lower level. "I still come back to Bloomsburg during Christmas

Photo by Syed Naseeruddin



Kip Simons coaches Graham Ackerman at the University of California, Berkeley.

IGHT

and the summer to run camps," Simons says.

Simons competed in gymnastics at Ohio State, and graduated with a degree in exercise physiology. The head coach of his alma mater, Peter Kormann, was chosen to lead the 1996 Olympic team. In Atlanta, Simons competed first for the team and was imaginably anxious. "There's nothing like the first guy going up and falling," says Simons. He gave up his own chances for higher scores and volunteered to get the team started. "If all the men had competed like that we would have won," says Kormann. The men's team placed fifth the strongest performance since 1984.

Kormann, a former head coach of the men's gymnastics team at the United States Naval Academy, understands the rigors of coaching in the military. "Besides being an athlete, the men at the academies are mostly there to follow their military goals," he says. "Gymnastics are part of what they want to do, and they are up against schools where gymnastics is everything," Kormann says.

"It will be a couple of years until I can get a 'gymnast' to come to the Academy," says Simons. One of his long term recruiting goals is for the

Air Force team to appeal to gymnasts currently training at higher levels. When Simons was a coach at Berkeley, his students were already seasoned gymnasts. Of the 21 cadets who showed up for Air Force practice on the first day, only 14 remained. Some dropped because of a lack of interest and a combination of conduct and academic problems. Rather than a larger team, Simons says he prefers a smaller team of completely dedicated men.

After the cadets graduate from the Academy, their gymnastics career ends as they continue with their five-year commitment to the Air Force. Simons, coaching gives the men their last taste of competitive training. It doesn't bother him that the men he trains

Kip Simons and Kurt Antonio, a junior at the Air Force Academy, discuss technique before The Mountain Pacific Sports Federation Championships held at the Air Force Academy in March.

may not compete professionally. "If one guy improves, then I'm proud and have done my job successfully," says Simons. **S**



Kip Simons at the 1995 Budget Invitational displays talent in his favorite event.

Spring 2006



Photo by Charley Starr, USAFA



Kip Simons greets Brian Boardman, sophomore, for a job well done.

Photo by Charley Starr, USAFA

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Coffee Culture

by Brett Crossley

Every Thursday, A Perfect Blend coffee shop, located in downtown Berwick hosts an open mic night for area performers. Musicians and entertainers from around the area come to get a chance to play and be heard. The shop becomes filled with musicians, poetry readers, and singers, who all want a chance to get up on stage. It's the "biggest night of the week for the shop," says co-owner Connie Donlin.

Within a month of opening in 2002, Donlin's husband, Eddie, and his brother, Mike, hosted A Perfect Blend's first open mic night. The idea originated when Eddie was a student at the University of Minnesota. He says he spent most of his time out-

side of classes in local coffee shops which hosted their own open mic nights. "The idea of the coffee shop and open mic night went hand-in-hand," Eddie Donlin says. The first night featured only a speaker hooked up to a microphone. "The speaker was the size of a brief case. It didn't provide much sound because it was mainly used to give speeches," says Eddie Donlin. One of the original performers at A Perfect Blend, local songwriter Dan Hess, now offers his own PA system for the shop's musicians and poets.

Hess, 19, an acoustic guitar player from Berwick, has performed at the coffee shop since the first open mic night in September 2002. Since his first night, he's become one of the biggest attractions at A Perfect

Blend. "He has really grown musically since his first night on stage," says Connie Donlin. Music played a pivotal role in Hess' family life, "My father and grandfather taught me how to play the guitar," he says. He also plays violin and bass. "Anything with strings I can pretty much play," Hess says.

In 2003, Hess joined the The Symphonicsades, a local band which began at A Perfect Blend. The coffee shop provided them with enough exposure to be selected to perform each summer at Briggs Farm for its annual blues festival. "I love playing at the farm," Hess says. The blues festival attracts hundreds of campers each summer to Nescopeck. "The band just happened to get the gig at the farm because the shop is one of the central pieces of the local music scene," Hess says.

The shop has even had The Symphonicsades play on Fridays because of the demand to see them each Thursday.

Open mic night has given an alternative for Berwick residence that want to break their normal routine, while providing an outlet for area performers. "Open mic night is one of the main reasons I stick around the area," Hess says. **S**

[Perfect Blend is located at 135 West Front St., Berwick. Phone: (570) 752-3522]



Dan Hess prepares for a packed night at A Perfect Blend.

Photo by Eddie Donlin

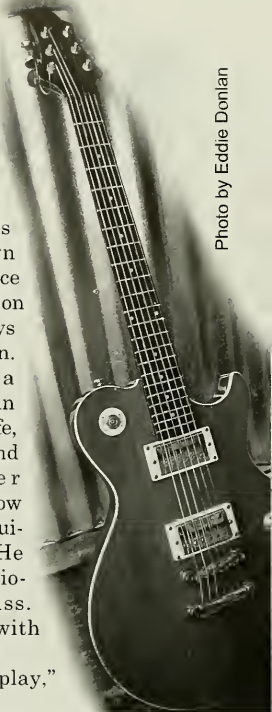


Photo by Eddie Donlin

Hemophilia:

Government program bleeds wallets dry

by Bryan Ghingold

Self-sufficient hemophiliacs face a difficult decision—use medication that might be less effective in saving their lives or pay as much as \$30,000 a month for medication that will. The cost for a single treatment using anti-hemophiliac factor can range from \$900 to \$2,500. The cost depends on how often the hemophiliac infuses, and the age, weight, and severity of the disease. The government and private industry subsidize only certain drugs.

“There are clinical and biological differences in the products as well, so they are not all interchangeable,” says Albert Quiery, M.D., a hematologist and head of the hematology/oncology department at Geisinger Medical Center, Danville. Quiery has been treating hemophilia patients for 17 years.

Hemophilia, a hereditary disorder that causes uncontrollable bleeding due to a lack of clotting factors in the blood, affects about 18,000 Americans, according to the Centers for Disease Control (CDC). The condition is lifelong, incurable, and potentially fatal if not treated quickly and properly.

Because hemophilia is rare, the brand of medicine hemophiliacs take is important. The clotting factor hemophiliacs are missing is supplied in their medication as an injectable known as factor concentrate.

“In addition to using factor each time they bleed, hemophiliacs may need to take their factor concentrate several times a week to prevent future bleeds,” Quiery says.

There are many different ver-

sions of factor, and some work better than others. Like other prescription medicines, clotting factors are sold by several different companies and use different chemical components and manufacturing processes.

“Not everyone can take the same version,” says Gregory Malia, a hemophiliac who is the chief executive officer of New Life Homecare.

Clavulanate, a generic version of Amoxicillin, costs about \$130 and is available at many pharmacies. For injectable drugs and other costly treatments, hemophiliacs have to go to special pharmacies.

The Medicare Modernization Act

has placed limits on the selection of affordable drugs. Fewer than 10 percent of hemophiliacs in the United States are on Medicare, according to the CDC, so they or their insurance companies would be responsible for the cost of their drugs out of pocket.

The act, approved in December 2003, was intended to defray the costs of medicine and treatments, as well as to facilitate cooperation between physicians and insurance companies. Under the act, government agencies and insurance companies are able to select drugs that they will reimburse. If the drug that works for some hemophiliacs

Photo by Kelly MacCord



isn't covered, they will have to pay full price for medication.

"They are trying to control product selection and reduce the usage through reimbursement, which is really discrimination because it reduces the number of providers and products available while limiting choice," Malia says.

If a particular brand of medicine was not supported by the insurance companies or hospitals, patients would have to take the brand the hospital stocks, or buy their hematologists' recommended brand without the subsidy. "It makes it difficult for providers to get the safest and best products of choice to patients," Malia says. Since the purchase price is higher than the resale price, specialty pharmacies will have to sell patient preferred brands at a loss. "The bottom line effect on individu-

als with bleeding disorders would be reduced access to lifesaving products," Malia claims.

The alternatives to home infusion would be going to an emergency room or hemophiliac treatment center every time they experience a bleed. Patients are sometimes faced with emergency room

with hemophilia are more expert than any of us because they know firsthand what works for them; exactly what dose they need and predicting what level of trauma necessitates receiving factor concentrate," Quiry says. Like any kind of medicine produced by several different companies, not everyone

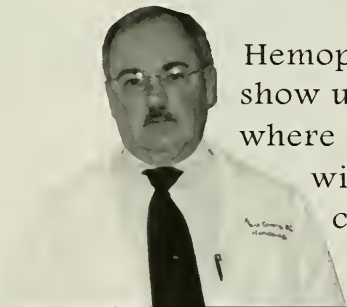
responds to different types of products in the same way.

It's common for bills to be passed into law only to discover that unforeseen complications occur. "Medicare isn't always a very bright organization. They continually do crazy things, and this is simply one more example of that. I

think once this is challenged, it will not be sustainable," Quiry says. Until then, hemophiliacs will often have to choose between a drug that works and a drug they can afford. **S**

Hemophiliacs can show up to a hospital where there is no one with expertise in caring for them.

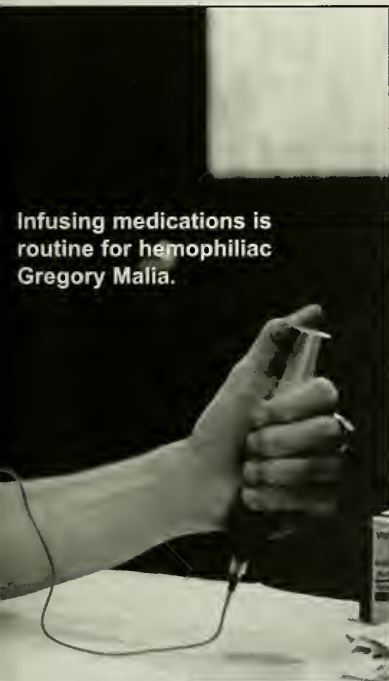
—Dr. Albert Quiry



staffs who don't understand the full extent of their needs; a bleeding hemophiliac often shows no external signs of illness, since the most severe bleeds are internal. There are several things that can happen, "in rural areas with primary small community hospitals, hemophiliacs can show up to a hospital where there is no one with expertise in caring for them," Quiry says.

The impact of hemophilia on Columbia and Montour counties is low. "We see a large number of patients with a variety of bleeding disorders from those counties, but I only recall having seen three patients from Columbia County and one from Montour County who we follow with hemophilia A," says Quiry. There are also regional centers which receive government grants to become established hemophilia treatment facilities. The regional treatment facility for Columbia and Montour counties is the Penn State Milton S. Hershey Medical Center, about 75 miles from Bloomsburg.

Hemophilia treatment moved from being a hospital-based process, to where hemophiliacs are trained to handle their own care. "Patients



Infusing medications is routine for hemophiliac Gregory Malia.

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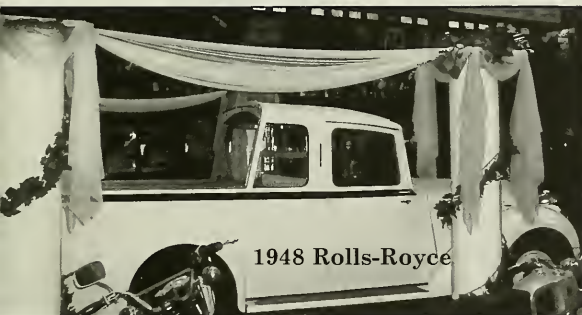


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Bike Trail Back in Time

Story and photos by Danielle Lynch



Rolls-Royces are uncommon in Columbia County; however, there is one in the middle of Bill's Old Bike Barn in Bloomsburg.

Bill Morris, 66, owner of the museum since it opened in November 2000, says his rare 1948 white Rolls-Royce pick-up was originally from Scotland; in 1972 it was brought to the United States. The car that was designed as a hearse, flower car, and personal pick-up truck was purchased by Morris from a man in Vermont, which he later remodeled.

Morris opened Bill's Custom Cycles in 1970. Thirty years later, he opened Bill's Old Bike Barn to display his collection of antiques and memorabilia he bought from antique shows around the world, including Germany, Belgium, Netherlands, Australia, and several African countries.

Other antiques in the barn include over 200 carousel horses, military vehicles, and nautical displays, along with GI Joe, Disney characters, and circus animal figurines. There are about 60 vintage Harley-Davidson motorcycles in the museum, Morris says.

The back room, which Morris started to build last year, is set up like an old-fashioned street. When it's completed, it will have a sidewalk and road that customers can stroll along. "It's the Street of Yesteryear," Morris says. An old barber-shop on the street emulates a shop that was owned by his 86-year-old friend, Elden Clemens, whose Quakake Barbershop was located in Hazleton.

Next to the barbershop is the Billville Music Shop, which displays a piano and trumpets. Outside of the store is a player guitar,

which Morris bought from a man in California. "The player guitar is for the uncle who always wanted to play guitar, but couldn't," says Morris. Next is a cigar shop that resembles a shop from the 1930s and 1940s with different kinds of cigars hanging from the walls. The Billville Train Depot has toy trains on tracks; across the way is a 1939 World's Fair Hotel, which has a bedroom and a bar next to it.

Bill's Old Bike Barn is adjacent to Bill's Custom Cycles. It is located on Route 11, about a half mile south of the 241B exit on Interstate 80. It is open 10 a.m.–6 p.m., Thursdays and Fridays; 9:30 a.m.–3 p.m. on Saturdays; and 1–5 p.m. on Sundays. Call (570) 759-7030 to set up group tours. **S**



Bill Morris stands on the "Street of Yesteryear" by the Billville Tobacco Emporium.

Ex-smoker Clears the Air on Quitting

by Sara Butler

I remember my first cigarette. I was in the car with my older brother. He was old enough to drive at the time, so he was probably 16 and I was 15. He lit a cigarette and asked if I wanted to learn how to smoke. He smoked because his friends did and I started because I wanted to be cool like him.

Nineteen years later, I remember my last cigarette. I was excited and nervous because I knew it was going to be the last. I kept thinking to myself, "Am I doing the right thing?" Is this a big mistake?

The American Cancer Society attributes 440,000 deaths each year to cigarette smoking. Lung cancer alone was diagnosed in 295 residents of Columbia and Montour counties between 1998 and 2002. The total number of deaths in these counties during the same period was 879 people. Nearly 34 percent of all deaths were caused by lung cancer in these two counties according to the Pennsylvania Department of Health.

About 21 percent of adults in Centre, Columbia, Montour, Northumberland, Snyder, and Union counties are tobacco users. The Center for Disease Control reported in 2002 that about 70 percent of tobacco users want to quit.

I knew it was time to quit. There were changes in my health. I was coughing all the time and had a constant urge to clear my throat. I saw an ad in the newspaper for a smoking cessation workshop to be given at a church the next day. I

called a friend for support and we went to the workshop the next day.

There are resources available in the community for those who are interested in quitting. One way is to enroll in some type of tobacco cessation program. These range from group classes to individual meetings with cessation counselors.

Free and low-cost programs are available in Columbia and Montour counties. One such program by Clinical Outcomes Group is called "Quit and Win." The workshops bring together tobacco users and educate them on the quit process. For many, it is comforting to know there are others in their community with similar goals. They can share their experiences from past quit attempts and learn from each other. Individual meetings allow the coach and tobacco

user an opportunity to work toward creating an individualized game plan for the quit process.

One of the things I liked best about the program was its focus on the positive. We didn't dwell on the "bad things" smoking does. Instead, we looked at all of the good things to be gained by quitting. It was nice to have support along the way.

I know I made the right decision. One of the reasons is my children, ages 5 and 7. Not too long ago, my 7-year-old cuddled up to me and said, "Mom, your hair smells good." He never said that when I smoked. I know I am a positive influence on my children. I am also able to be a positive influence for others in my life trying to quit smoking, including my brother. He taught me how to smoke; now I'll help him to quit.

S

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Phobia Factor

Story and graphics by MaryJayne Reibsome

Chances are there is something on this page that makes your skin crawl or makes you wrinkle your nose in loathing.

Screaming and jumping on a chair to avoid a mouse or running in circles while swatting at a buzzing bee are instinctive emotional and physical reactions to a perceived threat, called phobias.

Seeing a snake or spider can invoke feelings of panic or terror that are out of proportion with the threat. Fear of animals, activities or social situations are considered phobic when the fear takes control of your reactions and guides your responses.

Driving 50 miles out of the way to avoid crossing a bridge or being afraid of busy streets or crowded places where escape seems impossible or help is hard to find is *agoraphobia*.

Social phobias, such as *agoraphobia* can influence a person until they are afraid to go out in public or even leave their home. People who suffer such crippling reactions need to be treated by a medical professional.

Some recognized specific phobias are *claustrophobia*, the fear of confined spaces; *arachnophobia*, the fear of spiders; and *acrophobia*, the fear of heights.

But what about the specific phobias that crop up in our daily lives?

One website, www.phobialist.com has been compiling a list of phobias for more than 10 years.

If your phobia isn't listed on this

site, it probably hasn't been documented yet. Another site you might want to check out is www.en.wikipedia.org and search for "phobia list."

Finding out that your phobia has a name is a good indicator that someone else shares your phobia and you aren't alone.

The age of technology brought new phobias. *Telephonophobia*, the fear of telephones, will possibly upgrade into *cellphonophobia* in the future.

Getting gas the first time when "pay at the pump" was introduced caused *technophobia*, the fear of technology. *Cyberphobia*, the fear of computers or working on computers, is a bad phobia to have if you're living in the 21st Century.

Some phobias appear during childhood and disappear over time. What child has never suffered from *bogyphobia*, the fear of the boogeyman or *nyctophobia*, the fear of the dark? A common phobia among children is *astraphobia*, the fear of thunder and lighting, and storms. That's usually when the boogeyman shows up.

The primary reason there is no 13th floor in hotels is because of *triskadekaphobia*, the fear of the number 13. But most people survive Friday the 13th with no problem.

Getting up in front of a crowd to deliver a speech can trigger *glossophobia*, the fear of public speaking.

A pointy subject, *belonephobia* is the fear of needles or pointy things. Knowing that you need to

go to the doctor's office for a shot can be an agonizing wait until appointment day.

Phobias can be passed from generation to generation through behavioral learning. Killing a snake with a garden hoe while your 4-year-old child looks on might cause him to develop *ophidiophobia*, fear of snakes.

When a traumatic experience happens, it can trigger new phobias. Being chased by your sibling with a handful of worms when you were young can develop into *scoleciphobia*, fear of worms.

Being bitten by a dog can turn into *cynophobia*, fear of dogs.

Almost drowning as a child can cause *aquaphobia* or *hydrophobia*, the fear of water or of drowning which can keep you from swimming at the beach. Two other phobias that can keep you beached are *selachophobia*, the fear of sharks and *phagophobia*, the fear of being eaten or swallowed.

After 9/11 many people developed *aviophobia*, the fear of flying and *xenophobia*, the fear of strangers or foreigners.

In 1945 the world was plunged into the atomic age by the bombing of Hiroshima. *Atomosophobia*, fear of the atom bomb was followed by *nucleomituphobia*, fear of nuclear weapons.

There was no phobia listed for the fear of war.

The Greek god of war is Ares. *Aresphobia* could be the fear of war. Maybe if everyone had *Aresphobia*, it would be a globalphobic reaction to eliminate war. **S**



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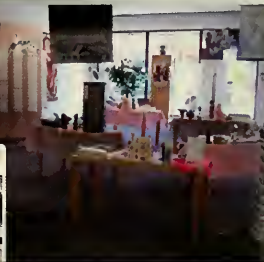
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Phantasy Camp Hits Home Run

by Michael Quay

Dennis Murphy knew about John Kruk's brand of sarcasm from post-game interviews, but he never saw it firsthand until he smacked a triple into left-center with a runner on first. As Murphy slid into the bag, he didn't expect to hear "You know what I like about your pitching? Your hitting."

Since its beginning in 1983 as "Phillies Dreamweek," Phillies Phantasy Camp has given up to 140 fans each year a five-day peek at the glory they never had.

Held during the last week of January at the Carpenter Complex in Clearwater, Fla., the Phillies Phantasy camp puts baseball fans into cleats. Campers, as the Phillies organization calls them, pay \$3,650 to make their dream a reality. In November, they briefly visit Philadelphia's Citizens Bank Park for orientation and custom uniform fittings. When they arrive for camp, they stay at Clearwater's Bellevue Biltmore Hotel.

On the first day, campers show up for a poolside meet-and-greet with 20 retired Phillies Legends. The Legends have included Kruk, Marty Bystrom, Greg Luzinski, Maje McDonnell, and Dallas Green, who managed the team during its 1980 championship season.

"The thing that struck me was how willing the Legends were to talk to campers. It makes you realize that they're regular people, and it really sets the tone for the rest of the camp," Jeff Smith, Royersford, says.

On the second day, campers attend a "bull session," where the Legends tell unpublished "members only" stories about their days in Major League Baseball. "They tell you what happens in the dugout, after the game, in the locker room; they really personalize the game to a whole other level," Smith says.



Jeff Smith, third from the left, top row, celebrates with the Sky Chiefs.

The campers are put through physical training, with clinics to help them work on skills needed to play the game. The trainers focus on getting legs ready, with stretches, calisthenics, and light jogging. "Otherwise you could injure your hamstrings or quads," says Joe Pollovo of Jamison. Pollovo has attended the camp each year since 1993. "I keep going back because the people make it a great experience. It's like being a kid again for five days," says Pollovo.

Near the end of the second day, each camper is drafted to play on a team with two Legends for the remainder of camp, starting with a seven inning game. "You quickly realize that the Legends can still play," says Pollovo. When John Denny, a pitcher from 1982 to 1985, throws a fastball "that's quicker than you can believe, it's a real eye-opener," he says. Pollovo has been playing baseball since age 10, and at 59 he still plays regularly in the Men's Senior Baseball League (MSBL). "As a kid, I used to think people in their 50s were old. I definitely don't feel that way anymore," he says.

Everyone spends the next two days playing four more games in a tournament. The teams with the

best two records play for the championship. The last day of camp ends with a 30-inning game pitting the campers against the Legends, with each team of campers playing three innings against the Legends. "During the Legends game you think, 'wow, this is all I ever wanted to do when I was a kid, and now I have the opportunity,'" Smith says.

Not all Phantasy Camp visitors are required to compete with Phillies Legends. Persons unable to meet the camp's physical demands are accommodated with a General Manager's program, which gives them the chance to help the Legends draft and manage their respective team of campers.

It's common for campers to form lifelong friendships with each other. Many plan return trips; this year saw 43 repeat visitors.

"You have a common bond in that almost everyone at camp is a baseball fanatic, and that alone is quite a bond," says Murphy. By the end of the week campers are tight-knit with their teammates. "You keep in touch throughout the year, meet up at the reunion in August. If you're lucky enough to come back the following year it starts all over again," Murphy says. **S**

Sweeping Away Your Teeth



by Beth Roberts

My dental drama might have begun with my insistence that a friend dress as the "Toothless Fairy" for the community Halloween Party.

I was asked to substitute for an absent player during The Cleaners' first Broom Ball game of the season against The West End Chili Dogs. Broom Ball is played on a hockey rink where all the players wear regular sneakers and carry brooms that have had their bristles duct-taped solid. The object is similar to hockey, where you aim to hit the semi-hard ball (just larger than a men's softball) beyond the goalie into opposing team's net. Players wear helmets and knee pads.

In the resort town of Telluride, Colo., Broom Ball makes the newspaper. Sometimes, the front page.

Having never played before, within the first five minutes I intentionally tripped an opposing player with my broom and was sent to the penalty box for two minutes.

Later in the game, that player (an experienced broom baller who stood more than six feet tall) took a swing not unlike a golf swing. And not unlike a golfball, the ball left the ice at the moment of contact and at mach speed sailed directly at my face, eight feet away.

Having seen the blue mass hurtling toward my face I still wasn't able to drop to the ice with my teeth (or dignity) intact. Instead, I made friends with the ice with

my gloved hand over my mouth. The better part of my top front teeth swam alongside other teeth that they had never before met in the blood from my busted lips.

At my sides were two friends from The Cleaners. They struggled to assure me that I was fine, though between my sobs I informed them my teeth were gone. One insisted that I hadn't lost my teeth until I turned to him and grimaced.

My friends got me to my feet and began to shuffle me off the ice. (Mind you, it's no small feat to remain upright wearing tennis shoes on an ice rink.)

My dentist coated my ragged teeth the next morning with something like silly putty to ease the sensitivity of my exposed nerves and to protect my lips from the jagged edges.

For several weeks I learned a valuable lesson in humility and practiced avoiding words that either began or ended in "S".

Had teeth not been lost during my first outing, I would have begged to be added to the roster. Instead, I have to write a few more articles to pay my dental bills.

I guess it's worth mentioning that The Cleaners went on to lose 4-0 without me. **S**

Graphic by Rebecca Marks

Graphic by Nicole Clark

Mud, Guts and Glory

by Mike Dostal



Jim Black, an intern at Quest, Bloomsburg University, is grateful for mountain bike trails that lead downhill. When he launched into the air from a ramp built by local youths on a trail behind Bloomsburg Hospital, his leg became entangled in his chain, and the landing caused the metal to slice his leg open. The wound required 12 stitches. Fortunately for Black, "the emergency room was a short walk."

Despite the risks of mountain biking, the sport attracts a broad range of riders. Roy Smith, 65, Quest's director, enjoys the technical variety offered by the trails behind Geisinger Medical Center in Danville, and says they're "comparable to top-notch trails in the country."

Smith and Black have competed in the annual Tour de Tykes race, which is held on the Danville trails. The racers are divided into experience-based groups, and ride on trails with varying length and technical difficulty. The 2005 race attracted 350 riders, according to Dave Dakota, one of the event's organizers.

Mountain bike sales are on a steady incline. Mountain bikes are the largest single category of specialty bicycles sold in 2002, according to the National Bicycle Dealers Association. In 2004, mountain bike sales accounted for 33 percent of bike sales, though sales of bikes with no suspension declined, while full- and front-suspension mountain bike sales rose. **S**

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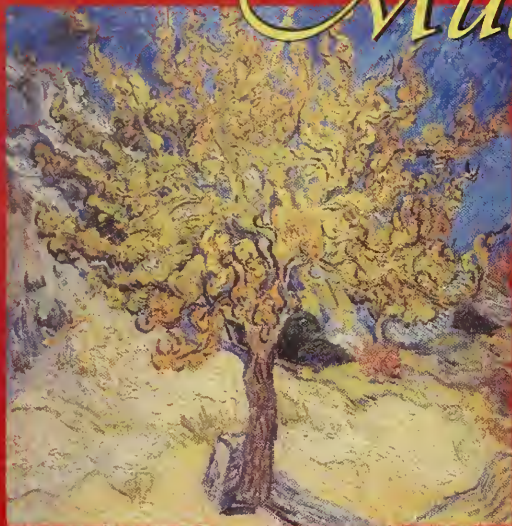
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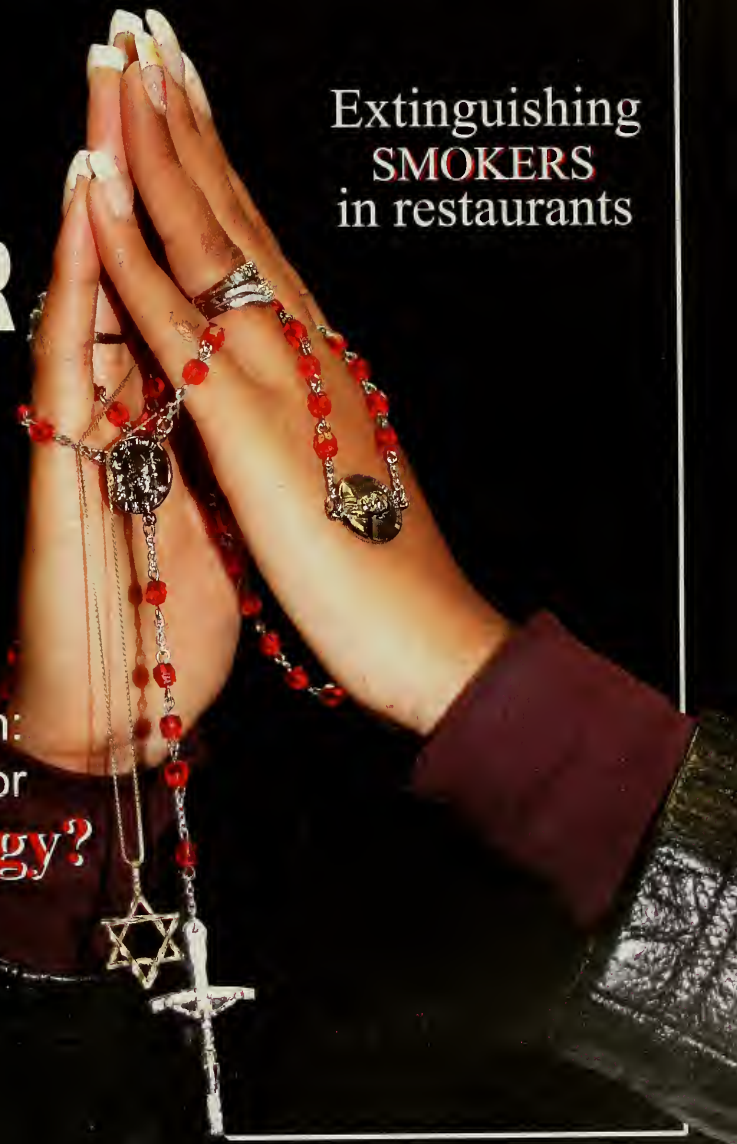
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Behind the Lines

In the *Spectrum* lab, everyone works hard to meet the goal of producing an award-winning magazine. Instead of hearing people run up and down the court or field for sprints, we are busy investigating, researching, and pounding on the keyboards while writing our stories, taking photographs, laying out designs, promoting the magazine at fairs and other events while doing community service, delivering magazines to our vendors—putting in the same hours as a Division I sports team.

Within the office, everyone on the staff brings something to the table. An underlying theme in all the stories of this edition is that they're based around issues that need attention or that may open up the citizens in Columbia and Montour counties to different lifestyles, ways to improve their own lives, and ways to improve the area in which they live.

This issue opens with a story about magnetic jewelry and the controversy behind its medical benefits. Next, there is a story that brings awareness to pollution in the Susquehanna River, followed by a narrative feature about a journey through Spain in which the writer explains similarities among Bloomsburg and the cities she visited, along with describing culture shock.

Another staff writer tells us about women clergy and their roles in several religions. This article is followed by an inside look of people who work in the telemarketing business, focusing on how they handle constant rejection.

Another staff writer addressed the issue of banning smoking in restaurants in Columbia and Montour counties; for this story, she contacted every one of more than 80 restaurants in our two county area. Finally, there is a feature about the "Cowbell Man" at Penn State football games, an individual who by day is the vice-president of a pharmaceutical company; by weekends, he's a Nittany Lion fanatic.

Just as Penn State has traditions and celebrations for their Division I sports teams, *Spectrum* magazine also celebrates the accomplishments we have had over the years, including our upcoming 20th year anniversary in the spring. Since *Spectrum* is a community magazine, we encourage our readers to send in an entry with a story that finishes this sentence: "Twenty years ago..." We hope you will take the time to tell us a little bit about your lives, so that we can bring them to the attention of others in the next issue. These "shorts" can be about any topic, the reaction or reflection upon something that happened 20 years ago. We ask that you keep it under 250 words. Send your articles to *Spectrum Magazine*, 400 E. 2nd St., Bloomsburg, Pa. 17815. The best responses will be published in the Spring/Summer 2007 issue—and the writers will receive gift certificates to restaurants in the area.

As always, although *Spectrum* has won innumerable national awards, it is focused upon the people of our local area. It is you, our readers, who we write for; it is you, who give us our greatest honor.

—DANIELLE LYNCH, executive editor



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Attracted to Magnetic Jewelry

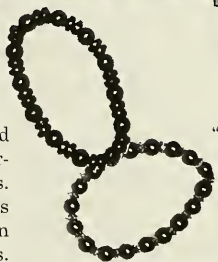
by Justin Strawser

The positive and negative sides of alternative therapy

A young Greek shepherd passed a cluster of average looking black stones. The iron nails were ripped from his sandals, and the iron tip was taken from his staff and clung to the rocks. His name was Magnes, the place became known as Magnesia, and the powerful pebbles were deemed magnetite. Since that mythological day 3,000 years ago, magnets have been used for myriad purposes; perhaps the most debated is their supposed therapeutic values.

Magnetic therapy isn't a recent procedure. Aristotle in the third century B.C. was convinced that magnets could help his headaches and joint pains. Cleopatra in the first century B.C. was certain she could preserve her beauty and youth with her magnetic charm. The therapy was found in early China and India and spread west to Europe. It eventually traveled across the Atlantic Ocean to the New World and fell in the hands of manufacturers and entrepreneurs, two of them Jim and Karen Collins of Turbotville. They took a vacation to Florida in February 2003. Jim wanted to go deep-sea fishing with his friends. He planned to catch bass; instead, he caught a case of tendonitis.

Meanwhile, Karen shopped with her friends. Stopping at a stand displaying magnetic bracelets, she spoke with the representative who explained the healing properties of the jewelry. "I was skeptical at first," Karen says. Ignoring her uncertainty, she purchased a bracelet for her husband and told him it should help.



"I said 'sure it will, honey,'" Jim says. Reluctantly, he put the bracelet on. His sarcastic remarks were silenced upon awaking

istration approved pulsed electromagnetic fields (EMF) as acceptable medical treatment for soft tissue wounds and bone fractures. This is significantly different from the jewelry which holds less powerful magnets known as static. Health journal *Plastic and Re-*



Karen Collins and her husband, Jim, make magnetic jewelry and sell it at local venues.

Photo courtesy Jim Collins

constructive Surgery featured a double-blind study (patients nor researchers are aware of the placebo) at Aesthetic Plastic Surgery Laser Center in Florida. When static magnets were used, pain, swelling, and bruising were lessened. Another study published in *Indian Journal of Biochemistry* showed magnets improved the fractured limb of a goat. A third study at the University of Texas, published in *Alternative Therapies in Health and Medicine*, showed that chronic knee pain was reduced and function was enhanced.

In both types, EMF and static magnets, experts are unsure why the therapy works. "This is not unusual in medical practice. Until the 1970s, we didn't even understand how aspirin worked," says Margaret Till Ph.D., professor of biology at Bloomsburg University.

Most of the scientific community are skeptical. Magnetic enthusiasts claim the magnets help the circulation of blood, thus stimulating the body's natural painkillers. However, a study published in *Journal of Athletic Training* recorded no change in temperature when placed on subjects' skin.

"The body is not magnetic. The body is not metallic. If you put a magnet on your skin, it falls off. That should tell you something," says Stephen Barrett, M.D., a retired psychiatrist. He runs the website www.Quackwatch.com, an archive of

the following morning feeling better. "I couldn't believe it. I've worn the bracelet ever since," Jim says.

"We went back the next day and bought 12 more for the other fishermen," Karen says. She bought one for her damaged tendons in her ankle. "It hasn't been swollen since," she says.

Smitten with their newfound accessories and in need of income after Jim lost his welding job as a result of downsizing, the Collinses decided to market the jewelry. "We knew it worked. That's why we went with it," Jim says. Although they're now employed elsewhere, they continue to sell the jewelry as a hobby at shows and festivals in central and northeast Pennsylvania.

In 1979, the Food and Drug Admin-





health fraudulence. Dr. Barret says to have any effect an MRI must be used, but that is a powerful machine and fails to cure such ailments that static magnets are supposed to cure.

Despite this, one cannot ignore the multiple accounts of pain relief. A popular theory is that the effects are a result of the Placebo Effect. "Placebo is a well-known established phenomenon. People get better because they think they will," says Alicia Redfern Ph.D., associate professor of psychology of Bloomsburg University. She explains that a person's belief, attitude, cultural factors, or suggestibility, even a good relationship with their doctor, can manipulate a person's openness to the placebo.

Dr. Redfern explains that one-third of people will get better with a placebo. "On the subject of magnetic jewelry, if an individual's beliefs are strong enough, it could work," she says. "Attitude and belief affect your behavior, and we determine your illness based on behavior. If people say they are better, they will act better," she says.

Dr. Barret disagrees. "People don't realize that many painful conditions have ups and downs," he says, "and you tend to buy something when a condition is at its worst." He says people will associate the healing with the therapy when, in reality, their pain would eventually lessen.

"When you buy the jewelry, you don't always know what you're getting," Dr. Till says. A Columbia University study, published in *Alternative Therapies in Health and Medicine*, tested the strength of various commercial magnets against their claimed strengths. The magnets tested significantly lower than what was advertised. Since the jewelry

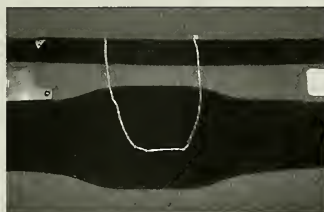


Photo by Justin Strawser

Darrel Griffis displays his answers to discomfort: necklaces, back braces, and headbands.

industry doesn't fall under the FDA authority, manufacturers aren't regulated. "I am skeptical of products that make claims but have no outside group checking the validity of those claims," Dr. Till says.

"You should always be wary when a claim is made but there's no logical explanation," Dr. Barrett says. "If it doesn't make sense, you have to be skeptical," he says.

Jim Collins admits that the jewelry doesn't work for everyone, although he isn't sure why. His wife encourages customers not to stop taking their medication, although he is quick to note that people have discontinued their treatment because it helped so much. "We've sold them to people and a half hour later, they would return, and say 'I don't know if this is in my head, but the pain is gone,'" Karen says.

Since June 2005, Darrel Griffis, of Bloomsburg, has been a satisfied customer of magnetic jewelry. He was born with flat feet. Upon buying a pair of magnetic insoles from the Nikken company, his usually sore feet were relieved from discomfort. When Griffis wears his regular tennis shoes, he describes the pain "as bad as a toothache."

He also wears a necklace most of the time. "It keeps me from getting headaches and sore throats," he says, also pointing out that he has a headband and a "travel-only" back belt. Without the back belt, he hurts after he's done driving. "With it, the soreness is not there when I get home from a trip," he says.

Call it mind over body; call it an alternative to medicine; call it whatever fits. But as long as discomfort is present in mankind, people will always be attracted to new ways to beat it, and the Collinses are happy to lend a helping bracelet. ■

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Getting Wired

People are using Internet with no strings attached

by Mike Dostal

Shawn Mettler, Neola, has a 3 p.m. appointment in Bloomsburg with a potential client. He arrives from Bethlehem with enough time to stop at Panera Bread in Buckhorn for coffee. After he connects to the wireless network with his laptop to check for new e-mails, he shows off his black laser printer in its portable vinyl case. "I'm a walking office," he says. If things go well, Mettler could "print out a contract right here," he says. For people in advertising it's an invaluable advantage. In fact, it's a necessity. "In my business, if you don't know computers you're sunk," Mettler says.

The ability to connect to the Internet with only a small wireless network card common in most laptops appeals to more than traveling businessmen. Dorie Henrie, Danville, sits with co-worker Kelly Millar at a table across from Mettler, as they make conversation from behind their respective laptop screens. Henrie says she sometimes needs to download software for her job at Keystone National High School in Bloomsburg. Her problem is that she can't get DSL or cable Internet service at her home just outside of Danville, so she's left with dial-up, which is notoriously slower. "I have to come here to download software," she says. Wireless Internet connections are typically faster than DSL or cable, so Henrie takes full advantage of the free access. "Some people think I'm just too cheap to buy DSL or cable, but it's just not available where I live," she says.

John Klinger, network administrator at J-Link Communications, Bloomsburg, says the increased demand for wire-

less in non-urban areas is an issue of convenience, especially for people who need to check their e-mail while they eat. "I don't have time to take lunch," he says. Perhaps that's because his job requires him to keep constant vigil on J-Link's 19 towers in the Bloomsburg area that broadcast wireless signals to customers.

Costs for J-Link access are based on how long a customer stays connected to the network. Klinger says even though wireless service can be troubled by interference and incompatibility with vendors, major interruptions of service are rare. "The wireless we run has been flawless," he says, and claims "it's been months since we've had any downtime." Klinger says wireless Internet is popular not only because of reliable service, but because it is affordable for businesses and residential customers alike.

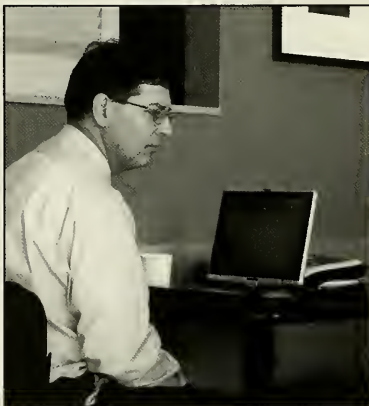
Rick Bowman, Phillips Emporium, Bloomsburg, says their wireless Internet service has successfully attracted patrons for five years. "We get a lot of lawyers and people from out of town who are over at the courthouse," he says. Phillips Emporium, across Main Street

from the courthouse, raises a flag for attorneys and court officials who need Internet access as quickly as possible. "They see us and think 'oh, a coffee shop will have the Internet' and come over to ask if they can log on," Bowman says.

Photo by Nicole Clark



Kelly Millar (left) and Dorie Henrie (right) use Panera Bread's free Internet access for work, but also visit for casual web-surfing.



Shawn Mettler needs wireless access for what he calls his "walking office."

Photo by Nicole Clark

Phillips originally obtained wireless Internet access for tenants in the upstairs apartments, which shop owner Helena Griffith rents to students during the school year. However, the past five years have shown that wireless can be a good investment for any business. "It definitely adds depth to the customer base," Bowman says. It doesn't hurt

In my business, if you
don't know computers
you're sunk.

— Shawn Mettler

that Phillips Emporium offers its wireless access at no charge, like larger businesses such as Barnes & Noble Bookstores and Panera Bread, which have used free wireless to attract customers for several years. Starbucks is among the first businesses to offer wireless Internet access, but it charges customers to log on.

The trend isn't restricted to Bloomsburg. Danville is wireless, too. Lisa Sepulveda works at "Brews N Bytes" where free wireless access as well as two computer terminals are available to customers. The catch: no one can merely wander in from the street to check e-mail. Only customers who pay to eat are allowed to log on.

Smaller businesses will continue to use free wireless to lure customers. People who stop by to check their e-mail also buy coffee and food. "Regular coffee drinkers will come in every day," Bowman says. As long as people like Mettler and Henrie bring their appetite along with their laptop, businesses of all sizes will continue to cash in. ■

John Klinger (top of ladder)
installs one of the wireless
towers on Locust Street,
Bloomsburg. His brother,
Jimmy, secures the ladder.



Photo by Nicola Clark

River Keepers

Clean-up efforts branch out, funding begins to flow for conservation projects

by Mike Dostal



Photo by Gary Clark

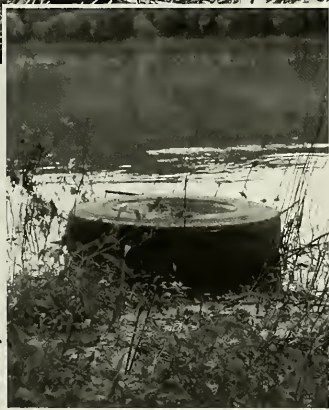


Photo by Nicole Clark

Top: Rising waters in Bloomsburg during the June flood washed debris into the Susquehanna and its tributaries.

Middle: Tires are dumped along the Susquehanna.

Amid tires, plastic barrels, and other floating debris, a kayak drifts toward an island campsite near Kinney Island in the Susquehanna River. This is where Jim McNulty, vice-president of the Susquehanna River Trails Association, will come ashore to clean up debris for passing boaters and fishermen.

Campsites are found on the numerous small islands of the Susquehanna, beginning near Havre de Grace, Md. Many of the island camp sites are primitive—without toilet facilities. The closest island site to Columbia County is number 116, near Kinney Island; there are currently no official sites in Bloomsburg or Danville. McNulty and his group visit Kinney Island and other sites on different sections of the river, but spend most of their time on the 20 islands in what he calls the “middle section” of the river. The River Trails Association organizes two cleanups per year—one each in the fall and spring—which McNulty says gradually helps

improve the water quality. “You can see the tires better now,” he jokes.

McNulty and his group come across plenty of tires, regardless of what stretch of the Susquehanna they’re on. “Tires are everywhere, and that’s going to be our big thing this year,” says McNulty. They leave some tires in place, which McNulty says is based on claims by fishermen that tires are helpful to fish. Steven Rier, Ph.D., associate professor of biology at Bloomsburg University, says the fishermen claims aren’t based on any research. “Tires might help provide the fish with some kind of cover, but that’s not proven,” he says. Some tires aren’t collected because they are too difficult to remove from a boat. “We don’t bother with embedded tires,” McNulty says.

Floating garbage is disruptive and sometimes harmful to river life, as well as an eyesore for recreational boaters and campers. However, the primitive campsites themselves aren’t harmful to river life. The Susquehanna River

Trails Association has guidelines for campers, so no excessive waste is produced by responsible use of the sites. The River Trails Association's instructions for waste disposal suggest a large container like a five gallon drywall bucket for transport of waste materials off the islands, since it's against Pennsylvania state law to put human waste in the regular trash.

Along the 444-mile stretch of the Susquehanna, which flows from Otsego Bay, near Cooperstown, N.Y., to Havre de Grace, the North Branch passes beneath I-80 near Berwick. The river flows through a vast area of rural lands, especially in Columbia and Montour counties. Far from its source, the Susquehanna is exposed to pollution that includes acid mine drainage, agricultural runoff, tire dumping, and general neglect.

People are a small but crucial part of the diverse ecosystem that exists near the river, which is also the largest estuary in North America. The banks of the Susquehanna are home to white-tailed deer, chipmunks, foxes, rabbits, snapping turtles, otters, beavers, muskrats, American toads, and the rare eastern coyote. McNulty says the implementation of river trails will allow people to enjoy all the benefits of the river without disturbing its array of resident. The Susquehanna River Trails Association calls the guidelines for using the campsites "low-impact use." This means a set of rules for cutting back on waste left behind by campers, which includes instructions for transporting garbage and human waste off the sites.

Residents can use simple methods to prevent some common pollutants, according to Brian Auman, senior planner for Susquehanna Economic Development Association Council of Governments (SEDA-COG). Storm water poses a threat in rural communities with older water treatment facilities since it can carry sewage, such as with the June floods. Excess runoff from residential areas and farms is a newer problem for the Susquehanna. "A hundred years ago

most houses had cisterns in the basement," Auman says. Newer houses have cisterns too, but they're not as common as they once were.

Cisterns and rain barrels cut back on water consumption as well. "Instead of turning on the public water supply to water the lawn, they have the water right there," Auman says. Cisterns in the early 1900s had a cement floor and dirt walls covered in plaster. Newer cisterns made of plastic are sometimes above ground. They can also be fitted with a filter or other type of purification system. A rain barrel is similar to a cistern, and Auman recommends citizens disconnect their rain spouts and point them at the rain barrel.



Floods in rural areas exceed the capabilities of wastewater treatment plants. This allows raw sewage and storm water to enter the river.

A less common method for runoff reduction is a "green roof," where the roof of a house is lined with foliage. The foliage on the roof effectively absorbs rainwater, Auman says. "Most of the time when it's raining it's not pouring down," he says. This means most runoff would be absorbed instead of falling to paved areas, eventually finding its way to a stream or river.

Floods can cause massive structure damage and disrupt municipal services to communities, but they can also be beneficial. Dr. Rier says they renew habitats on rivers. It's possible to "think of flooding as a natural reset button," which has positive effects on the ecosystem, he says.

Floods can wash away heavy debris stuck in shallow areas and wash nutrients like nitrogen and phosphorus downstream to organisms that are usually dominated by other species, and "create more species diversity," Dr. Rier says.

The flood of the Susquehanna in June was not as helpful, particularly for the Chesapeake. Dr. Rier says the raw sewage and agricultural runoff washed into the Susquehanna won't cause much of a problem for the ecosystem "until it gets down to the bay." The risk is low during a flood, or what he calls "high flow," but sewage is dangerous for communities. "It obviously creates a health concern," he says.

The nitrogen and phosphorus can help in some floods but is not beneficial to the Chesapeake, mostly because the bay receives an excess of the nutrients, says Dr. Rier. The problem is caused partly by large farms. Fields are farmed right down to the banks of streams, so runoff finds its way to the Susquehanna. "It's part of the predicament we put ourselves in," he says. Housing developments with heavily-paved surfaces cause excess runoff as well. The only way to prevent this is with a "buffer zone where trees are growing," Dr. Rier says.

Pollutants in the Susquehanna range from storm water to farm and fecal waste. Older sewer systems in some towns along the river have their sewer and sanitary water systems combined. Storms can cause outfalls, in which wastewater treatment capabilities at the older plants are often over-reached, according to Sara Deuling, conservation associate at American Rivers. Raw sewage then overflows into the Susquehanna, and can even lead to the presence of *E. coli* bacteria, according to Dr. Rier.

Numerous volunteer groups and non-profit organizations in Pennsylvania work to maintain their small part of the Susquehanna, named one of the

Photo by Gary Clark

most endangered rivers in the country by American Rivers in 2005. One year after the Susquehanna was declared to be endangered by American Rivers, the top 10 has changed. Despite the reordered list, Deuling says things aren't much different. "The listing of endangered rivers isn't necessarily a rankings system," Deuling says. No single polluter or large company can be singled out, which makes the blame hard to place.

Some volunteers like McNulty work closely with the water. Others lobby in the halls of Harrisburg and Washington, D.C., for more protection of the Susquehanna and funding for projects.

Advocacy continues to grow for use of well-maintained river trails as weapons to fight back against the Susquehanna's pollution. Although scarce financial resources can create some ineffective programs, the River Trails organization received one of six \$5,000 grants from the Susquehanna River Basin Commission. The implementation project for the 24-mile-river trail is new to the state. "It's the first formal water trail in Pennsylvania,"

McNulty says. The idea for a water trail began in 1998, but funding has only recently become more accessible.

American Rivers receives some state funding, mostly from Gov. Ed Rendell's "Growing Greener" program. The law, signed in 2005, is a voter-approved plan to invest \$625 million for clean-up on rivers, natural sites, and protection of open space. Deuling says state grants attract federal money. "It's always easier to get federal assistance once state funds are there," Deuling says. "Unfortunately, there still isn't enough money to go around," she says. The benefits of a healthy ecosystem "just don't get taken into the cost-benefit analysis," she says.

The stretch from Berwick to Bloomsburg is particularly troubled, because of a combination of pollutants from agricultural runoff and acid mine drainage. Soluble metal from the acid mines is Pennsylvania's biggest freshwater pollutant, and a major nuisance for the Susquehanna. "The acid mine drainage occurs when iron pyrite gets oxidized into sulfuric acid, which makes heavy metals soluble," Dr. Rier says, at

which point surface water at the old plants seeps through the ground into the river. He warns this process can contaminate drinking water, as well as "devastate aquatic life."

Mike Helfrich is known to the public as the Lower Susquehanna Riverkeeper. He places partial blame on lobbyists, but knows garbage can come from anywhere. His title is licensed to him by Waterkeeper Alliance, a group concerned with watershed protection that allows people to use names like "Riverkeeper" and "Baykeeper" when they participate in what the Alliance calls "effective citizen action." The names are protected under federal trademark law.

He kayaks frequently in the branch of the river near his home in York, but also makes annual trips to push for legislation in Washington, D.C. One thing he notices is that politicians spend more time speaking with representatives from bottled water companies and less with private citizens. "They hear very little from the communities they represent," Helfrich says. "You've got these people who want to do good work, but the politicians don't hear from the constituency," he says.

Helfrich often takes his boat to out-of-the-way areas of the Susquehanna on what he calls "pollution patrol" to help identify otherwise unseen areas in need, but says he finds things in Harrisburg and Washington that bother him as well. He believes the bottled water companies that extract groundwater illustrate a general neglect for natural resources. "We're living on a credit card and asking our grandchildren to pay the bill," he says. People don't "think of all the services the river provides," he says. Helfrich also believes most people don't know the impact they're having by putting chemicals and old medicines down the toilet, and over-fertilizing their lawns. "From the road, the river looks big enough to take any pollution we throw at it," he says. The Susquehanna River Basin Commission regulates groundwater extraction by some of the bottled water companies to which Helfrich refers. They recorded 46.6 million gallons withdrawn for water bottling in 2006, according to Susan Obleski, director of communications at the Susquehanna River Basin Commission. Overall con-



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sumptive use of groundwater, which includes use by golf courses, nuclear power plants, and concrete manufacturing exceeded 285 million gallons.

Despite the broad range of problems faced by conservationists, McNulty believes the Susquehanna will enjoy continued improvement. One indication of the returning health of the river is the fishing. The river is a boon for fishermen, who come to catch small-mouth bass, catfish, suckers, carp, muskie and, occasionally, walleye. "A lot of times when we're out there, half of the cars are out of state," he says. "People come from all over and get fishing guides to take them out on the river," McNulty says.

Dave Dakota, an event organizer for outdoor sports, including boating and mountain biking, shares McNulty's enthusiasm. "It seems like every year we get more and more people who ask for a good spot to take their kayak out," Dakota says. "The river used to

be something more feared, especially if you lived in a little town like Danville or Bloomsburg and worried about flooding," Dakota says. Attitudes toward the Susquehanna are improved, despite ongoing pollution problems, according to Dakota. "I feel pretty optimistic about it, and I'm seeing increased participation in events every year," he says. As long as people continue to look to the river for recreation and resources, the need for pollution management remains.

The best way to improve conditions is for communities along the river "to find a common identity," Auman says. There's a "physical disconnect," because people drive right by the river and regard it as a geological feature, according to Auman. The Susquehanna is instead an "underused and underappreciated resource," he says.

Auman believes people need to "reconnect with the Susquehanna." One way to do it could spring from SEDA-COG's current plan to rebuild a trail connecting Northumberland to Danville. The

path would continue from Danville to Bloomsburg, eventually reaching Berwick over the old canal paths. Most of the area is owned by a rail company, although some of the land is privately owned. There are some private landowners in that stretch, "but they've been pretty cooperative," Auman says. "Once people get out there and can travel a historic path, they'll feel more connected," he says.

The large organizations like Ted Kennedy's Natural Resource Defense Committee (NRDC) group, as well as groups like American Rivers and the Susquehanna River Trails Association have large obstacles to overcome; The effort to help control pollution can seem large to the average citizen. Auman believes the average citizen can help the Susquehanna regain its status as a vital part of the communities it passes through. "It comes down to community priority, and as people go out on the river and reconnect with it, there will be more advocacy for cleaning it up," he says. ■

Left: Bruce Bishoff and volunteers maintain over 20 primitive campsites.
Below: Gov. Rendell's "Growing Greener" program extends funding to various programs designed to restore beauty to the Susquehanna.

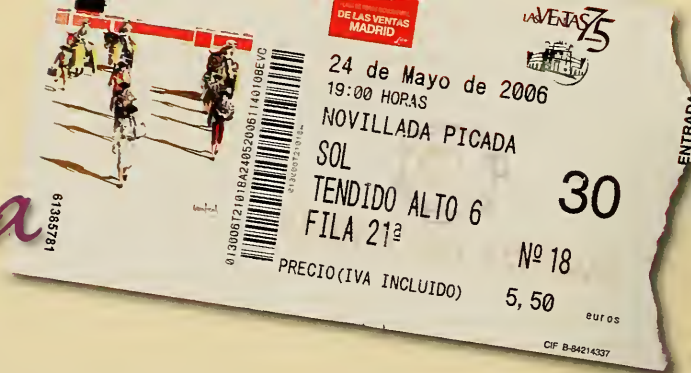


Photo by Brook Lenker



Photo by Gary Clark

Mi viaje en España



A personal journey through another language and culture

Story and photos by Danielle Lynch

The first time I walked the streets in Spain, I felt like a mosquito trying to suck in everything at once. Instead of being smashed with a newspaper, I was hit with jet lag and culture shock. Old buildings. Street mimes. Aqueducts. Bullfights. *Siestas*. A different language. Another culture.

Valladolid, and a glimpse of living in a Spanish household

When I arrived in Valladolid, the capital of the autonomous community of Castile-León and also the previous

capital of Spain before Madrid, Isabel Esteban Molina, my host mother, greeted me with "*hola*." She explained she didn't speak any English: I had to communicate with her solely in Spanish. I learned to speak Spanish more in one month while I was there than in the four years of Spanish I had in high school and three years in college before my trip.

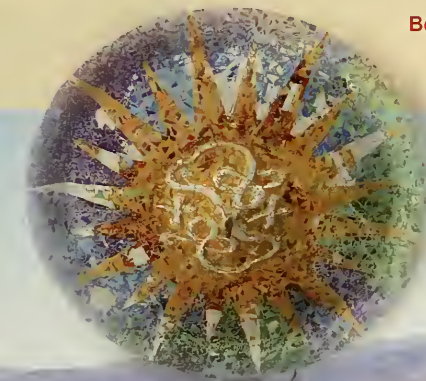
When I arrived at Isabel's apartment, I felt overwhelmed; she was running from room to room, showing me my bedroom, while trying to tell me some of the rules she wanted me to follow while I stayed there. Among

the rules was that I could only use the shower once a day because Spaniards try to conserve resources. The lights in the hallways where I stayed were sensor-activated instead of being left on all night. Since clothing dryers weren't common in Spanish homes, Isabel hung my clothes on an outside clothesline.

Every weekday for three weeks I walked two and a half miles to classes at the *Universitas Castellae*; the classes were five hours a day from 9 a.m. to 2 p.m. As I walked to the university, I passed adults escorting their children to school, people stopping for coffee at restaurants, young

Below: A view of Segovia from the castle of Queen Isabel and King Ferdinand.

Left: Multi-colored ceramic artwork by Antoni Gaudí on the ceiling of a building at El Parc Güell.



adults handing out newspapers, and trucks cleaning the streets.

The restaurants in the city where people stopped for coffee and breakfast were similar to coffee houses in the United States, such as Starbucks. One morning when I stopped for breakfast at a restaurant, I overheard some casual conversations between Spaniards as I studied for a test. I noticed that just as Americans shorten words or expressions, the Spaniards do the same thing in their conversations. For instance, in the United States, Americans sometimes

Mimes, such as the cowboy, grab the attention of people along Las Ramblas in Barcelona.

say "later" instead of "see you later"; in Spain, the Spaniards say "*hasta luego*" so quickly that it sounds like they are only saying "*luego*."

After class, I'd rush home to eat the main meal of the day at 2:30 p.m. or *dos y media*. I learned about Isabel's life through our daily conversations at meals. She told me she was widowed with two children, a son and daughter. She spoke loudly, and told me "this is how Spanish people are—very expressive." She was a naturalist, enjoyed cooking, studied philosophy,

and has international students stay in her apartment throughout the school year. After lunch, like most Spaniards, I'd usually take a nap or *siesta* between 3 p.m. and 5 p.m.

Spain is more laid back than the United States, where people work all day long, rushing to work, staying late, and rushing home. While I was there, I realized Spaniards took time to enjoy every day and didn't hesitate to shut down their stores for their *siesta*. One day on my way back from class, I went to buy flowers for Isabel, and was pushed out of the store and told to come back after *siesta*.

When people woke up from their *siestas*, they spent time outdoors or returned to their job. In Valladolid is a town park, similar to the one in Bloomsburg, where people relax by the Pisuerga River. "People bring their children to playgrounds or parks at 6 or 7 p.m.," said Eloy Melero Gonzalez, 19, a resident of the Parquesol, a suburb of Valladolid. Spaniards feel safe walking in the evening in Par-



Mimes dressed as elves riding bicycles along Las Ramblas entertain tourists and Spaniards.

quesol and Valladolid just as people in Bloomsburg generally feel safe at night because of low crime rates.

One of Eloy's friends had stayed with a family in United States. Eloy learned that families eat dinner at 6 p.m. and then "everyone eats ice cream while watching television; afterwards they go to bed." This is different from Spain where, said Eloy, "the hour for having dinner is about 10 p.m. and people go to bed at 11:30 p.m. or midnight." As I talked to Eloy about his friend's experience in the United States, I wondered if he also felt like a mosquito smashed against a windshield of a car, or had symptoms of culture shock as I had in Spain.

On some nights, I went to bed about midnight, but on other nights I walked around the city and ate appetizers (*tapas*) and drank coffee with milk (*café con leche*) in a restaurant at the *Plaza Mayor*, or danced and socialized at flamenco bars. There were also small bars that played music similar to bars found in cities in the United States. The *Plaza Mayor* in Valladolid had banners that hung on the *Casa Consistorial* building in remembrance of Christopher Columbus (*Cristóbal Colón*), and there was also a museum in the city dedicated to him. On two occasions when I was out at night, I was mistaken as being a Spaniard because of my dark



Paella de Diana

- 15" paella pan
- 4 pieces of half chicken breast (cut small)
- 1 chorizo
- 3-4 envelopes Puro ground Saffron
- 1 cup white wine
- 1 medium onion (peeled & sliced)
- 1 green pepper (sliced) (optional)
- 6 tomatoes (chopped small)
- Shrimps, clams, mussels, scallops
- 1/4 cup olive oil
- Pimenton (paprika) sprinkle on chicken
- 3-4 garlic cloves sliced
- 2 cups rice (short or fancy grain)
- 4 cups chicken stock or fish stock
- 1 can of peas (drained)
- 2 pimientos (roasted red peppers) (sliced)

Instructions: Pour oil into paella pan and heat. Sprinkle chicken with Pimenton. Add chicken to hot oil, cook until brown. Add onion, bell pepper and chorizo. Cook until onions and peppers are tender. Add tomatoes and white wine and cook on low for 10–15 minutes. Add saffron to rice and stir rice into mixture. Pour stock into rice mixture. Add clams, mussels, and scallops and poke into the water. Lay shrimp around top of mixture. Cook on low until rice is tender or *al la dente* (about 20 minutes). Decorate top with peas and pimientos (roasted peppers).

— Recipe courtesy Diana Fernandez, Long Beach, Calif.

brown hair. I took it as a compliment because it made me feel less like a tourist or mosquito.

Madrid; the capital of Spain

Madrid was my first and last stop during the trip. It reminded me of New York City because people from different countries quickly walked on the sidewalks. Ambulances and taxis raced up and down the streets, pharmacies were located on every corner, and convenience stores, called *chinos*, were located throughout the city. On the streets, as in major American cities, women begged for money so they could feed their children.

Hotels were easy to find; many had bilingual staff. However, if something goes wrong in the room, try to call down to the desk during the day because at night it may be harder to get help from a bilingual employee. The first night I stayed at *Hotel Opera*, the toilet broke, and I called down to the desk and formulated my problem in Spanish for the employee. The expression “think before you speak” became important because I thought about words and sentences in my head before I spoke.

I spent my Sunday afternoons in Madrid at museums, such as *Museo Nacional del Prado*, which displayed an exhibit of Pablo Picasso paintings; or at a bullfight, or *corrida*. The bullfight I saw was at the *Plaza de Toros Monumental*, a stadium-like structure with 25,000 seats, built in 1929. The bullfights reminded me of a sporting event such as football in the United States. Instead of cheering for men chasing after a ball, Spanish families cheered men as they taunted six bulls, one right after the other; each bull was killed after he was teased. This event surprised me because it was gruesome; Spaniards cheered when the bulls were stabbed.

Although Madrid is the capital of Spain, people still take time to relax each day, and go out at night for *tapas*, or dance at bars. There were people from different bars and nightclubs or *discotecas* that stood on the street corners and tried to entice me into their bar or *discoteca* by offering specials on drinks or cover charges. No matter what city I visited, there was always an upbeat nightlife.

Barcelona, a city by the sea

One weekend, I flew to Barcelona and stayed at a hostel. Barcelona,



El Parc Güell is one of the stops on the Barcelona Bus Turístic where tourists stop to look at the ceramic artwork.



the capital of the Catalonia region of Spain, is located near the Mediterranean Sea and reminded me of California, or somewhere Spaniards and tourists go to relax and party. The people in Barcelona seemed more open-minded compared to the other Spanish cities. When I walked by the port, I heard horns; I turned my head and saw a community of nudists on bicycles that motioned for me to get out of their way. In European countries people find less offense in nudity than violence, which is different from the United States where people tend to have opposite views on nudity and violence.

I learned quickly that the people in Barcelona seemed to do everything to the extreme. A street called *Las Ramblas* was full of mimes, or people dressed in costumes, and who moved only when money was placed in their jars. Some mimes dressed like cowboys. Others were dressed in costumes, such as princesses and gray elves that sat on bicycles. In Valladolid, however, I only saw one mime every day on my way back from classes—a woman



dressed in a gray dress with her hair and skin spray-painted silver.

There were also restaurants and stores along with artwork displayed on *Las Ramblas*. This street was well known in Barcelona and showed me a bit of what this area of Spain was like; however, I got the bigger picture when I went sightseeing on the *Barcelona Bus Turístico*. The bus made stops at the Sacred Family temple or *La Sagrada Familia* and *El Parc Güell*, where ceramic artwork by architect Antoni Gaudí was displayed.

Because Barcelona was located

Top Left: Plaza Mayor in Valladolid is decorated in memory of Christopher Columbus.

Top Right: Queen Isabel and King Ferdinand's castle in Segovia.

Bottom Center: A Segovia vendor sells shawls to the author.

near the sea, I ate *paella*, made with rice and seafood, finished with *churros con chocolate* for dessert. When I ordered my food I noticed that the residents of this region spoke the Spanish dialect of Catalan, different from Valladolid and Madrid where they speak Castilian Spanish. The differences in dialect confused me, but some people who worked at restaurants and stores in Barcelona knew both dialects and spoke English. After dinner, there were *discotecas* for entertainment similar to those in Madrid.

At the end of my journey in Spain, I was ready to return to the United States. Back to a life of long work hours without *siestas*, early dinners, and television before bed. Traveling to another country can be overwhelming, but when there's a guide of places to go, food to eat, knowledge of the culture, and basis of the language, the experience will be less stressful and more memorable. ✎



The Eve of Religion

Women clergy challenge traditional perceptions

By Mallory Szymanski

Rose Marquardt sits on a bench in a casino in Biloxi, Miss., and looks over her notes before a presentation. As speaker for the National Association of State Auditors, Comptrollers, and Treasurers, she nervously prays she doesn't embarrass herself. A 70-year-old woman, fresh off a night of gambling, hears her prayer. In between snapping away at her chewing gum, the woman asks her, "What's the matter, honey, did you lose it all?"

Marquardt tells the woman she hasn't been gambling, she's there to give an important speech, and she's praying only to soothe her nerves. The elderly woman proceeds to talk about how she hasn't prayed in years. She's certain God has forgotten about her.

"We had a great conversation about how God doesn't forget who we are; even if it's been a long time since we've prayed. Maybe I was there because she needed to know God was there," Marquardt says.

As director of the Pennsylvania Bureau of Unemployment Compensation Disbursements, Marquardt had control of about \$3 billion a year and oversaw the work of 50 employees. Two magazines ran features about her; one even deemed her "Pennsylvania's best kept secret." Despite all of her business acumen, there's one thing she didn't foresee: herself in front of a congregation, guiding others to God.

"If someone would have said to me 10 or 15 years ago, 'You're going to be a minister,' I would've said, 'Not me, I have places to go,'" says the Rev. Marquardt, who believes her

work in the ministry is a calling.

Marquardt, now widowed, was once a Catholic, a faith in which the doctrine prohibits women to become priests. Her husband was a minister. Through him, she became involved in the Methodist religion. She's now a minister for two Methodist churches and one Evangelical Independent congregation in the area.

"When I got into the Methodist faith, I had an opportunity to serve; an opportunity to do things that I wouldn't have had the opportunity to do in the Catholic faith," says Marquardt.

Although women hold important positions in the Catholic church, leaders stand by a traditional viewpoint that keeps females from being ordained into the priesthood. Nevertheless, some strongly

Stained glass windows at The First Presbyterian Church, Bloomsburg.

stand by the belief that women should be able to attain priest status. A sect of extreme believers underwent ordainments without church permission or recognition in Pittsburgh on July 31.

Eileen DiFranco, Philadelphia, is one of those women. According to DiFranco, around 70 percent of the Roman Catholic congregation supports the ordination of women, despite the church's unwillingness to recognize them as priests.

"The main reason [for not allowing female priests] is because the priest is *en persona Christi*, in the person of Christ, who happened to be male," says the Rev. Francis Karwacki, dean of the Northumberland County deanery.

DiFranco calls this argument "completely ridiculous." She argues that "Jesus was also a carpenter and both religiously and ethnically Jewish, so how is gender more important than other things?"

Catholic women who seek ordainment are excommunicated from the Church, according to the Rev. William Weary, dean of the Northern deanery of the diocese of Harrisburg and priest at St. Joseph's Church, Danville. He says if these women were to come into his church, he would take appropriate action. "I wouldn't give them communion if I knew about it; I wouldn't recognize them as priests," says Weary.

Catholic priests maintain there isn't a place for female leaders. They argue that since Jesus didn't appoint any female apostles, he didn't intend for women to lead his church. According to Catholics, even Mary, Jesus' mother, didn't become an apostle.

Dr. Dennis Olson, professor of Religious Theology at Princeton University and a Lutheran pastor, believes women shouldn't be overlooked because they didn't obtain apostolic status.

"In the letters of Paul, it is clear that women are heavily involved

in the apostolic ministry," says Dr. Olson.

Katharine Jefferts Schori officially became the first female head of an Anglican denomination on Nov. 5 when she took over as presiding Bishop of the Episcopal Church.

Despite her influential standing within the hierarchy, seven of the more conservative dioceses within the country have rejected her authority.

The Catholic Church still believes "Christ wanted leadership to be exercised by 'father figures.'" According to Rev. Weary, Catholics "don't see this as a put down of women or their abilities; some women may be functionally better at this than some men, but they still can't be fathers."

Rev. Weary says there are still "plenty of leadership opportunities for women in the Church." Despite their inability to become priests, nuns have had an important hand in the Catholic religion.



Photo by Nicole Clark

"Some of the early women who were helpers to the apostles would voluntarily embrace celibacy and lead lives of prayer and penance and service to the church and to the poor," Rev. Weary says. These women became known as nuns.

When it comes to female involvement, the Muslim religion is similar to Catholicism.

"It is imposed that the prayer leader is a man; a woman can hold other positions," says Ismail Kashkoush of the Muslim Association of Lehigh Valley.

In the Baptist religion, a woman's standing varies between the Southern and American schools

of practice. Women are allowed to be ordained as pastors through American Baptist beliefs, but some older congregation members are reluctant to accept them with open arms.

The First English Baptist Church of Bloomsburg was led by a female pastor for two years, from 1998 to 2000. The Rev. Marilyn Merrill came to the church through a special women's ministerial program for the American Baptists. Rev. Merrill was hired as a transitional pastor after the church lost a popular male pastor of 30 years.

Despite a job-well-done, some older congregation members didn't receive her with open arms. "There were some that didn't like her, but it was because she was female. There are people that still believe women don't belong in the pulpit," says a board member.

That school of thought is shared by Southern Baptists, who have long stood by traditional patriarchal beliefs. On Oct. 24, a Southern Baptist Church in Alabama was thrown out of its local association for hiring a female pastor.

The book of Timothy in the New Testament says, "I permit no woman to preach or have authority over a man; she is to keep silent." Religious theologians say some Biblical teachings that speak against female leaders shouldn't be taken *verbatim*.

"In our contemporary world culture, I think the theological foundation of equality overrides the Bible," says Dr. Dennis Olson, professor of Religious Theology at Princeton University.

Equality hasn't been achieved between genders in religious aspects of modern society. Even women who are allowed to hold ministerial roles sometimes feel as though they're treated differently than males within the practice.

"One time, at a community Good Friday service, a male minister from another church stood up and said, 'I don't believe women should be ministers and I will not stand on the altar with a woman minister,'" she says. "It's kind of disheartening when simply

because of my gender. I am being judged," Rev. Marquardt says.

Certain religions, like Buddhism, revolve around the teachings of equality. In Buddhism, all life is sacred; all things are equal.

"There's no doctrine that rules women out of anything; it's all based on understanding," says Lee Milton of Endless Mountain Zendo, a Japanese Rinzai Zen Buddhist School in Stillwater.

Milton teaches his religion alongside a woman each day and is considered a monk, or "zenji." His female counterpart, Yayoi Matsumoto, is a nun, or "zenni." Unlike the Catholic Church where nuns are often aides to the priest, Matsumoto's duties are considered equal to Milton's. However, "I have read that there are a number of traditional schools where female practitioners and nuns have struggled with unequal treatment in receiving instruc-

tion in some of the Buddhist practices, full ordination, and positions of authority," says Matsumoto.

Matsumoto says the essence of Zen Buddhism is made up of male energy. "The particular school of Buddhism that I practice in can be called 'masculine' or 'martial' in its practice style. Rinzai Zen has been called 'warrior Zen,'" Matsumoto says.

Debbie Schander has followed Buddhism for 32 years. In addition to her Buddhist background, she says she was fascinated with Wiccan practices ever since she was a young girl. Schander is currently a Wiccan leader: she performed her son's wedding in accordance with Wiccan tradition. "The males are more the logical species; the females are more the spiritual," Schander says of Wiccan practice.

In Wicca, women, not men, are the most prominent gender in leadership positions. "You can have male high priests and female high priests, but it's always the male who is second and the female who is first," says Schander.

It is "essential" to allow women to hold leadership roles in religion, says Amanda Lurer, a student rabbi at the Bristol Jewish Center.

"Women make up more than 50 percent of the population of this planet. For a woman parishioner or congregant to sit in a church or synagogue or a mosque, and for them to be

Top: Yayoi Matsumoto believes Zen Buddhism is masculine in its practice style. **Bottom:** The Rev. Marjorie Fisk has wanted to be a minister since she was a child.



Photo by Nicole Clark

Photo by Mallory Szynanski

able to hear their own voice reflected back to them, I think that's really important," says Lurer.

When it comes to preaching religion, Lurer agrees with Rev. Marquardt that it's a "calling." She knew she wanted to be a rabbi ever since her bat mitzvah.

"I can't imagine myself working outside the Jewish community; I wouldn't know what to do," Lurer says.

The word "rabbi" literally translates to "master" for "master of texts." Over time, this has translated to "teacher." There are four branches of Modern Judaism: Reform, Orthodox, Conservative, and Reconstructionist. The Orthodox community has traditionally disallowed women to become rabbis. Some women have been ordained in recent years, but Orthodox Judaism has yet to officially accept women into its rabbinate.

Many women in spiritual leadership positions can't see themselves doing anything else as meaningful with their lives. Rev. Dana Heckman-Beil, a Lutheran pastor, tends to both

family duties and parish ministry business on a daily basis.

"We, as female pastors, demonstrate what Christian living is about, and it's about balance," says Rev. Beil.

Rev. Beil is married and has a five year-old daughter. The Lutheran church has only allowed female pastors for just over 20 years. Rev. Beil believes the qualification for preaching religion is that "God has given you that inner light to shine." This statement reinforces Marquardt's belief that religious vocations are a "calling."

The Rev. Marjorie Fisk, a minister with Protestant Campus Ministry at Bloomsburg University, grew up within walking distance from a church led by a woman. When Fisk graduated from high school, she was inspired to attend seminary school. At that time, however, the church began to "copy old traditions of not ordaining women." She went to school to be a teacher instead. When she turned 46, it became common practice to ordain women again, and Fisk attended seminary school.

"Seminary

was the best thing that ever happened; I was just as excited as when I was a child and I would be energized listening to female pastors," Rev. Fisk says.

Certain religious testaments speak for a woman's involvement in such vocations. Rev. Marquardt reflects upon a story in the New Testament where Jesus met a Samaritan woman at a well and asked her for a drink of water. Some Biblical scholars think Jesus sought this woman out to preach the word of God because Jews would often alter their routes deliberately to avoid the Samaritan people.

"He [Jesus] speaks to her at the well and then the woman goes out and proclaims, preaches, as a pastor would, to the rest of the community," says Dr. Olson.

According to Rev. Marquardt, this story aids the case for females who wish to obtain the status of "religious leader" in today's world. "Women played an intricate part throughout his [Jesus] ministry," Rev. Marquardt says.

Olson says writers of the *Bible*

would more than likely be reluctant to include such a story if it was to be assumed that women were not to be religious leaders.

"I wouldn't necessarily eliminate the possibility that women can be proclaimers in the community," says Dr. Olson.

The Catholic religion, currently in the middle of a priest shortage, could benefit from ordaining female priests.

"I think that the Catholic Church, because of necessity due to the shortage, may have to look at that as one option; I know there's a lot of resentment towards it because of the hierarchy, so I think it will take some time before that happens," Dr. Olson says.

The church, according to Rev. Weary, will never ordain women for the sake of convenience, because

it goes against church teachings. In May 1994, Pope John Paul II wrote a letter, "Ordinatio Sacerdotalis," addressing the issue. His judgment on the matter reads: "I declare that the Church has no authority whatsoever to confer priestly ordination on women and that this judgment is to be definitively held by all the Church's faithful."

Nevertheless, with female leadership in the form of various historical figures in the *Bible*, different interpretations about whether or not women can hold religious authority have arisen over the years. According to Dr. Olson, Miriam in the book of Exodus was a co-leader with Moses, and Holga and Deborah were prophets who exercised authority in the *Bible*, as well.

"The fact that Adam was formed first and Eve second doesn't say anything for their authority over one another; oftentimes in the *Bible*, it's the second thing that's most important, not the first," says Dr. Olson.

Rev. Marquardt spends her Mon-

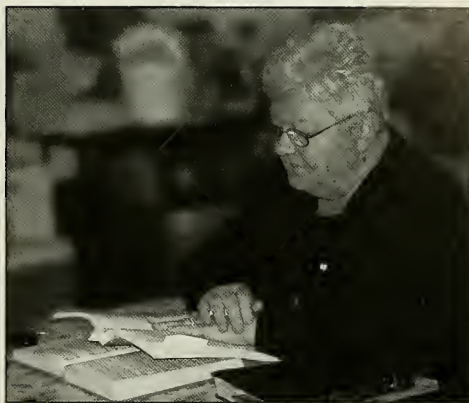


Photo by Rebecca Marks

The Rev. Rose Marquardt was a government official before being called into the ministry.

day evenings at a community nursing home reading Biblical scriptures to the elderly. A look of excitement passes over their tired eyes as she thoughtfully picks out some of their favorite hymns to sing from the bright red books strewn along the table.

"It's just such a wonderful feeling that you can serve people, you can help people and just give them a little bit of comfort," Rev. Marquardt says. "There isn't a day that I don't get up and look forward to what I'm doing."

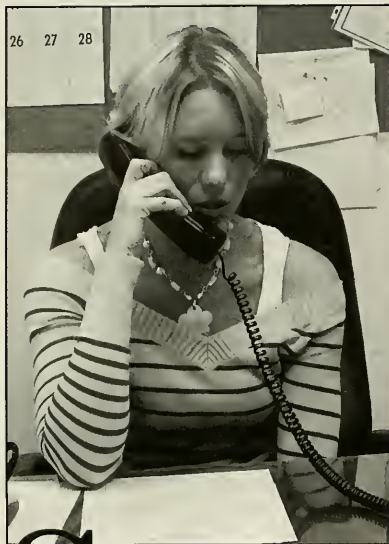
No matter their beliefs, female religious leaders all have one thing in common: they feel as though they have been "called" to duty. For some, this calling won't be recognized, and they will be forced into a career they aren't truly drawn to. For others, like DiFranco, they will continue to pursue their religious duties, despite the struggle that accompanies it.

Next year, another sect of Catholic women will be ordained, unofficially, as priests in California. DiFranco knows she would be welcomed with open arms as a Lutheran religious leader. She was born and raised a Catholic, however, and she promises to remain one. "The fact of the matter is, I'm as much a Roman Catholic as the Pope, the Bishop, or anybody else; and I'm not leaving," DiFranco says.

The hierarchy of the church remains steadfast in their rejection of female priests.

"There are some things you just can't change," says Rev. Karwacki. ■

On the Other End



Steve Reider punches in a few keys on his keyboard and waits on the line for someone to answer.

A woman picks up the phone and he recognizes her from the day before. After an exasperated sigh, she curtly tells Reider, "Again, I don't think you're going to get through. So either just stop calling or find someone new."

Once more Reider's fingers move quickly over the keys and someone new is saying hello. She asks who he is and where he's from. Before he finishes his response, she interrupts, "You people call us all the time. Take us off your list. And if you ever call again I'm reporting you." But, she can't report him, because the "Do Not Call" list doesn't apply to businesses.

Not feeling discouraged, Reider makes another call. He called this man four times already. The man picks up and hastily asks Reider who he is. Reider notices the urgency of the man's tone and asks if he can call back. "What're you selling?" asks the

PBP branch manager Shanon Gaul splits her time between answering calls and helping other sales representatives.

man, "because I don't want it. Do you know why? It's because some jackass keeps calling me and bringing me out of meetings. Do you get it?!" Reider apologizes and proceeds to his next call.

Each work day Reider logged onto the Local Area Network phone line and made almost 300 calls to businesses across the country. He says, "I took rejection as a challenge. It didn't make me feel upset, it made me feel like I wanted to inform them more." He says he enjoyed calling people to offer them newsletters from Progressive Business Publications (PBP). He did well and was promoted to office manager at Mt. Penn in 1995. Reider left PBP in September 2006 for a higher paying position as a loan officer.

There is a stigma about telemarketing. The idea of calling people and businesses all day seems like harassment to some. Still, telemarketing is used by businesses as an inexpensive way to let buyers know about their product or service. PBP uses telemarketing to market its newsletters, companion books, audio conferencing materials, informational CDs, and more. Almost every major corporation has a phone center somewhere to market its product, according to the Federal Trade Commission.

ALCAS Corp., a producer of all-purpose cutleries, is the parent of VECTOR Marketing and CUTCO cutlery. The company primarily calls people to set up presentation times and provide service to those who already use it, says Amanda Matthews a student at Bloomsburg University, and VECTOR branch

manager. VECTOR has its representatives (reps) compile large lists of phone numbers and addresses of friends, family, and people considered candidates for the products. Next, they call a contact person from the list to set up presentations. "Representatives will do presentations for people they know or people their contacts know," she says.

Matthews' reps use the phones throughout the week when they need to set up presentations. "You get a lot of rejection and a lot of affirmatives. However, some people will hang up on you, and some say, 'how dare you,' or 'get a real job'," says Matthews. "On the phone you have about 30 seconds to convince them you're a nice person to talk to," she adds. When Matthews was using the phones, she found it difficult to come back from rejection. It becomes difficult to maintain composure when a rep is rattled. "Sometimes I got so upset," says Matthews, "that I'd call it a day and go home."

To help maintain a positive atmosphere, VECTOR gathers reps at "phone jams." Matthews says jams are where they have fun, eat pizza, and make calls with the support of coworkers.

Since VECTOR reps are paid by the presentations they complete and not calls they make, there is a push for positive responses that lead to future presentations. Matthews adds, "Since VECTOR sales reps are considered independent contractors and not employees, they are paid commission with the \$17.50 they make on each presentation." Commission is earned if the client buys the product, so having a positive outlook on the phone is crucial to presentations and pay.

Similar to how VECTOR reps are paid, PBP senior staff, or Multies, are paid by the quantity of sales they make. Unlike other employees, Multi staff members can make a lucrative business of telemarketing. If they

receive hundreds of orders for many companies, a Multi staffer can make a larger paycheck than a manager. Employees who aren't managers or Multi staffers are paid just above minimum wage. However, as incentive, employees earn bonuses based on sales performance. Since employees set their own part-time hours, 401k and matching funds are provided if they work over 900 hours a year. Health benefits are optional to non-managerial employees and are provided at their partial expense. Furthermore, an employee is only allowed to schedule a 7.75 hour work day, 15 minutes less than a full time job with benefits.

One benefit PBP provides is a system where work hours are funneled into an account that pays for plane tickets, vacation time, and vacation destinations for employees. This is only accessible for employees who meet or exceed 1,500 hours and maintain one sale-per-hour or higher.

To ensure thousands of phone numbers are available, some companies like PBP buy contact information from large database firms. The businesses are placed in a computer program with coding information and scripts, depending on what publication is used. The scripts begin with either an older contact name from when it was purchased or no contact name at all. What has people complaining to the Federal Trade Commission,

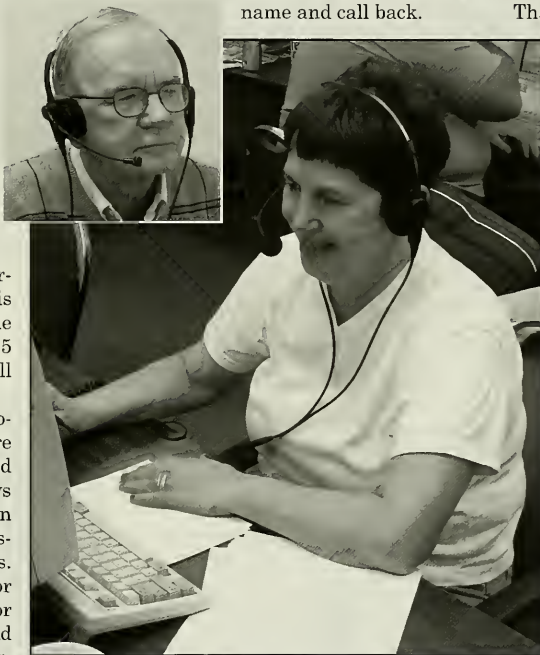
and state and federal "Do Not Call" lists is that telemarketers are calling them with no clue of who they're trying to contact. They reduce these "cold calls" by asking who the person in charge is, and given the correct response, enter the right name and call back.

supposed to make the contact feel comfortable while making themselves comfortable as well. Telemarketing businesses use these surveys as a way for companies to gauge the customer and gain feedback on whether the product may be worth their expense. That feedback can also be used to formulate future newsletters.

"When I worked for Progressive," Reider says, "what upset some people was the fact that we didn't have their name." To get a contact name, the telemarketer has to probe the secretary, or "gatekeepers," for information. The process of finding a name elicits a deeper stigma of solicitation. A sales representative needs to maintain a positive, urgent tone that quickly bypasses the gatekeeper secretary, says Reider.

Jared Heins of Point Park College and Corey Walsh of Temple University worked for PBP's summer program at Mt. Penn and disliked cold calling. Heins did his best to make sure he had a name every time he called a business. He'd code anyone who would give him a contact name as a callback. If the name was questionable, Heins says, "I didn't care. I just wanted to talk to someone who could work with me." Contacts are the most important information a rep can add to the database, so adding a name, even the wrong one, feels like an accomplishment.

Walsh had seen success early in the summer as a trainee, making over an order an hour for a few weeks. However, as the summer progressed, the constant calling and rejection lowered his expectations. "It's not like I wasn't talking to contacts. I just didn't care anymore when I actually did," says Walsh.



Top Left and Center: PBP employees Dwayne Madrzyowski and Sandy Black's positive attitudes help them get through the work day.

To combat negative responses, the scripts PBP provides use feedback to build rapport with customers. Usually, a question is asked with three choices given. The contact person offers a response to the question and the rep (sales representative) usually replies, "That is a very important issue that I hear a lot." The reps are

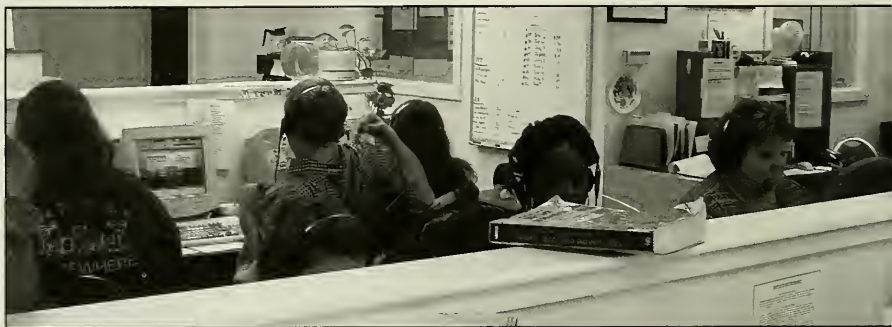
A busy call center at Progressive, Mt. Penn, keeps employees on the phone.

As his calls became stale, fewer contacts ordered.

"I felt like no matter what I did or how hard I tried, it didn't matter, because it was like a matter of luck anyway," adds Heins.

From constant rejection and little contact information, what little luck Walsh and Heins had wasn't enough to maintain 0.8 orders-per-hour, and they both left PBP. "I wasn't happy about calling people and not getting anything, it was frustrating," says Walsh.

However, many others, like Jody Hacker who started in August 2006 at Mt. Penn, have done well as a sales rep for PBP. Hacker maintains an infectious smile that helps her speak to contacts with confidence. Since



starting, she has kept her sales-per-hour high and continually strolls to the leader board as sales accumulate. "I enjoy my job," says Hacker, "and I think it's why I've done well to this point." Her smile and confidence are evident upon entering the office. If she isn't on the phone with a business, she's laughing with other employees about humorous calls.

Manager Shanon Gaul's light-hearted, yet goal-oriented manner of enforcement helps Hacker and other PBP staff maintain a positive atmo-

sphere. On mornings, Gaul writes questions and jokes on the leader board that encourages employees to fill in the answers as they accumulate

A Call For Change

The issue of the "Do Not Call" list has businesses wanting the same treatment as private residences. When the Federal Trade Commission (FTC) reviewed and considered more than 64,000 public comments on telemarketing, the public told the FTC they were tired of being bothered. The Federal "Do Not Call" list was formed to avoid telemarketing solicitations at home. However, there is no such list for businesses in America. Since there isn't a list, sales reps can call businesses and have no clue whether the person on the other end is hostile or not.

Cold Call: When a telesales person calls a home or business without that person expecting or agreeing to the call.

Business Call: Directly calling businesses to market a product.

Residence Call: Directly calling homes or residences to market the product.

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sales. She says, "All PBP managers were once on the phones. So, I know how it feels to want some recognition on the leader board." Gaul also offers one-on-one conferences for any employee who needs it. "I'm always in my office or out on the floor looking to help," she says. Though rejection is a part of the job, Gaul combats it with a level of fun that is still geared toward producing effectively.

Ryan Mengel, a Bloomsburg University student, worked at ICT, Bloomsburg, for a year. He says he remained positive because, "people already got a lot of calls from us, and when they got mad it was more amusing than anything." From telephone companies to Internet provid-

ers, national businesses outsource their calling to ICT. "I once talked to a guy from a company in California that laid almost everyone off," says Mengel, "they outsourced their calls to companies like ICT who do it cheaper." Last year ICT made \$401.3 million in revenue and employed over 15,500 people, according to the ICT website.

Comparable with PBP, ICT employees must adhere to the scripts they're provided. Even though scripts help employees, "it's a tedious aspect of the job," says Mengel. Also like PBP, employees are paid a base rate with incentive bonuses for surpluses in sales, and are offered benefits and compensation at their expense. Men-

gel was offered a managerial position but refused because he made more money on the phones. Like other telemarketing groups, employee turnover at ICT is high. Mengel adds, "It's not an easy job, and not that many people last long."

Of the near 300 calls a rep can dial daily, at least three-fourths will end in complete rejection. This rejection, many times, will carry over into their personal life and change their attitude toward people. It's hard to think of another profession in the United States that has more disdain tied to it. However, the positive attitude of managerial staff and employees helps fight hostility on the other end. ■



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Smoking Controversy Lights Up

How the local area will be affected if public smoking is banned

by Melissa Eby

The host at Mulberry's Restaurant in Danville no longer greets customers with the common phrase, "Smoking, non-smoking, or first available?" Mulberry's has built the area's first smoke-free bar, according to owner Matson Pierce. "We get complaints, but there are more people who express their appreciation for the smoke-free atmosphere," he says. Mulberry's change to non-smoking hasn't caused the restaurant to lose any business, says Pierce. However, Pierce doesn't believe the government should mandate a ban statewide. "Smoking is legal and for the government to say no to a business is an infringement of its rights," Pierce says.

The Pennsylvania Restaurant Association (PRA) believes the General Assembly should support a comprehensive statewide smoking ban "to

protect the health of all Pennsylvania workers including employees in restaurants, taverns, private clubs, and casinos," says Patrick C. Conway, chief executive of the restaurant association.

House Bill 1489, introduced by Rep. Sue Cornell (R) and Senate Bill 602, sponsored by Sen. Stewart Greenleaf (R), both of Montgomery County, call for a statewide comprehensive smoking ban. After the bills were introduced, the PRA testified several times before committees of the House Health and Human Services Committee and the Senate Public Health and Welfare Committee. However, in June 2006, the board changed its position, which was "principally driven by a growing concern for the health of our industry's employees, especially in the light of new reports showing the hazardous effects of second hand smoke," according to the PRA. The day after the PRA

changed its position on the smoking ban, the U.S. Surgeon General issued a scientific study showing that "smoking sections don't protect non-smokers and only smoke-free buildings and other public places truly protect non-smokers from the hazards of breathing other people's smoke."

The move to go non-smoking statewide, which began in California, has spread to New Jersey, New York, Delaware, and Florida. The bill to ban smoking statewide was unsuccessful in June, and since then gained support from the PRA, the Pennsylvania Tourism and Lodging Association, and the Tavern Association. The number of restaurants and bars banning smoking is increasing, but a law is still necessary because there are many places that aren't willing to take the step, according to the Clean Air Council.

For Patrick Burnside, executive chef of Rose Marie's Restaurant, Bloomsburg, the reason the restaurant isn't going smoke-free is simple. "A large portion of our night clientele smoke," says Burnside. Denying customers that right would have an effect on sales, he says. "This is just another law; if it passes, it will hurt our business," he says.

Russell's Restaurant and Clancy's Bistro, Bloomsburg, "tries to please everyone, no matter what their smoking preference is," says co-owner Maria Lewis. "Rarely will someone complain about smoke, but if they do we'll do whatever we can to accommodate them." She says she can "count the number of complaints we get in a year on one hand. Russell's main

Ron Buckhold from Michigan balances business with a break for dinner in Mulberry's smoke-free atmosphere.



Photo by Nicole Clark

dining room is non-smoking until 10 p.m. After that, smoking is allowed, along with the bar which always allows smoking. There are also two separate smoke-free dining rooms in the adjacent Clancy's.

Although Quaker Steak and Lube, Bloomsburg, allows smoking, John Theillon, marketing director, doesn't believe that enacting non-smoking laws in public places statewide would affect its business. "We haven't had any complaints about smoking," he says, adding that a lot of states have so many restrictions that "it seems a bit ridiculous after awhile." Theillon, originally from New Jersey, a non-smoking state, says this is something that you just have to deal with. "People can just smoke outside before and after their meal," Theillon says.

Health fears are leading to public smoke bans across Europe. Ireland was the first country to set a ban in March 2004. Norway, Italy, Malta, Sweden, and Scotland followed the next year. Studies showed that public spaces in France are among the unhealthiest in the world. Cafés, restaurants, and nightclubs will have until January 2008 to switch over to the new non-smoking rules.

"The reason this bill is important is very straight forward—people are concerned about secondhand smoke and the deaths that are attributed to it," says Richard McGarvey, spokesperson for the Pennsylvania Department of Health.

Although workers in other industries are protected against sec-

(continued on page 28)

At Quaker Steak and Lube, Chris Lewis says she "wouldn't be here" if she couldn't smoke.

Photo by Rebecca Marks



ondhand smoke, most employees of restaurants and bars are not. According to recent studies, "bar and restaurant workers are at least 50 percent more likely to contract lung cancer than workers in other occupations due to secondhand smoke," says Sara Helmick, of the Clean Air Council. Helmick is the Harrisburg project manager of tobacco and energy.

"There are lots of studies available to support the fact that there are no long-term effects on restaurants that are smoke-free," says Helmick. For example, in New York City, business is booming in bars and restaurants. Tax receipts are up 12 percent since the introduction and enactment of the city's Smoke-Free

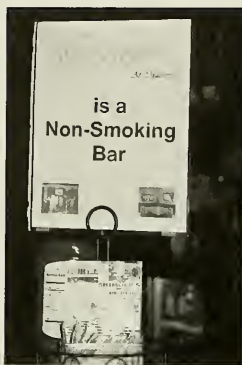


Photo by Nicole Clark

Air Council.

Twenty-two restaurants in Montour and Columbia counties are smoke-free by choice. Despite those restaurants that are already making a decision, Helmick says Pennsylvania still needs to protect employees with a statewide smoke-free law. **M**

Indoor Air law in March 2003, according to studies done by the American Nonsmoker's Rights Foundation (ANRF). Peer-reviewed economic studies showing that smoke-free laws have either no economic effect, or a positive one, continues to mount as more communities pass and implement strong smoke-free laws, according to the Clean

No Smoking Please

The following restaurants in Montour and Columbia counties do not have indoor smoking sections:

Balzano's Italian Kitchen, Bloomsburg
Bloom'n Thai, Bloomsburg
Chinatown Restaurant, Bloomsburg
Gordy's Phila Cheese Steak, Bloomsburg
Heeter's Drive-In, Riverside
JC Chinese Restaurant, Berwick
LT Evans, Danville
LaFontana, Bloomsburg
Luigi Pizza, Bloomsburg
May's Drive In, Bloomsburg
Mikey's Roadhouse, Millville
Mom's Dutch Kitchen, Danville
Original Italian Pizza, Millville
Panera Bread, Buckhorn
Playa Cancun, Bloomsburg
Sal's Place, Bloomsburg
Steph's Subs, Bloomsburg
Sweets and Eats Family Buffet, Bloomsburg
Terrapin's Cantina, Bloomsburg
Tom's Family Restaurant, Catawissa
Town Perk Café and Restaurant, Bloomsburg
Vito's Pizza, Catawissa

Fast food chains—including Arby's, Arthur Treacher's Fish and Chips, Burger King, Dunkin' Donuts, KFC, McDonalds, Taco Bell, and Wendy's—do not have indoor smoking sections

Photo by Rebecca Marks



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Breaking the Ice

by Danielle Lynch

Ice on Lake Jean at Ricketts Glen State Park, Benton, "is extremely beautiful with a crystal clear sky," says Mike Bowman, park ranger for 23 years. Although Bowman has only gone ice fishing two

times, he says it is unique because "the fishermen stand on the ice instead of sitting in a boat, and they usually use a tip-up instead of a fishing rod." Most fishermen use minnows for bait. Ice fishing season begins in mid-December and extends through March. The end of March, with warmer weather, is when it can get dangerous to ice fish.

At Lake Jean, fishermen catch yellow perch, chain pickerel, and bass crabbie, says Bowman. "Fishermen catch the largest perch during ice fishing season," he says. Bowman recommends that ice fishermen wear sunglasses for protection against the glare from the ice, along with insulated boots and layered clothing to protect them from cold temperatures and wind.

Another place to "chill out" during



Photo by Mike Bowman

Materials used for ice fishing are different from regular fishing tools.

the winter is the Montour Preserve, Danville. January and February is ice fishing season on Lake Chillisquaque. The lake is full of bluegill and perch, and some fishermen catch large-mouth bass and northern pike, says Kevin Drewencki, superintendent of environmental preserves.

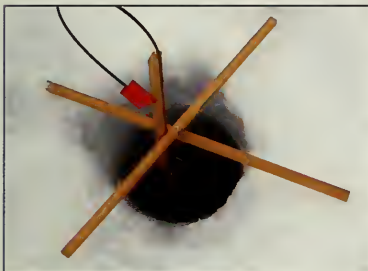


Photo by Mike Bowman

Ice fishermen use tip-ups instead of fishing rods.

Springtime Revolution

The second Revolution Skate Park Competition sponsored by *Spectrum Magazine* will be Saturday, April 21. Last April, more than 400 people from Pennsylvania, New Jersey, Kentucky, and Connecticut participated in the event.

The skate park, which opened in November 2001, is located near Bloomsburg's town park. *Spectrum* staff held the first competition to promote an article in the Winter 2005-2006 issue about the grass-roots construction of the park.

Seven categories, including skateboarding and BMX, were

separated into beginner, intermediate, and advanced participants. The competition began with skateboarding where top riders exhibited their best moves, including ollies, fakies, and curb slides. A last minute in-line skate competition followed because of the number of skaters who showed up. The day ended with the BMX riders showing off their moves in a best trick competition. Each winner received prizes donated from local sponsors.

For more information contact *Spectrum Magazine* at (570) 389-4825.



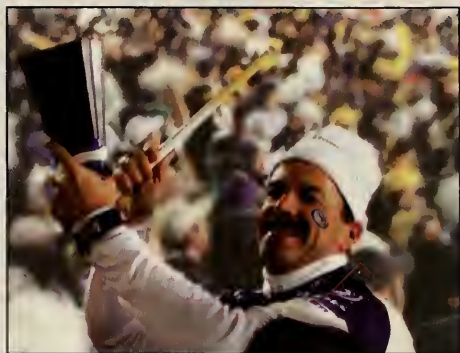
Photo by Kelly MacCord

Al DiMino does a 360 tail-whip during the skate park competition last spring.

Penn State Proud

Happy Valley blue bloods take pride in their role as 'Twelfth Man'

Story and photos by Jon Sten



Rob Sterling works his days as vice-president at Bioenvision, but Saturdays he takes his place as the "Cowbell Man" at Penn State football games.

With less than two minutes to go in the game, the capacity crowd of 109,839—the third largest in Beaver Stadium's history—rallies to support their beloved Nittany Lions against Ohio State. In the upper deck of the north endzone, a vice-president of a pharmaceutical company fires up the "Penn State Proud" by pounding out a furious beat on his cowbell.

Down in the student section, a blue-haired business executive with a painted face howls like a psychotic gorilla.

These fans are blue blooded members of a growing den of football fanatics who pack into State College to cheer for the Nittany Lions.

"I've always slept outside

the stadium at night to ensure that I get my seat," says Mark Johnson, 28, Harrisburg. Johnson hasn't missed a Penn State home game in over a decade. "I've been sitting in the front row of the freshman section for 10 years," Johnson says. He wears a giant blue wig to each game, and is known by students as the "Godfather of Paternoville." He

"Cowbell Man." Sterling can be found at home games pumping up the PSU faithful with the distinct sound of his infamous bell.

"I learned the rhythm from a Cornell University 'Cowbell Man' who played at hockey matches," he says. This encounter led Sterling to take a bell along to one of the football games "just for fun." The crowd responded to the piercing tones, and the legend of the "Cowbell Man" was born. "It's like I'm the Lion again, but without the suit," says Sterling.

Even before the game begins, Penn State supporters at Beaver Stadium leave the world behind. "I become a different person once I walk through the gates," says Sterling. He heads for the north endzone, cowbell in hand, pumping up fans in different sections.

Meanwhile, Mark Johnson can be found in the bathroom painting his face and getting into costume. "When I get into the stadium, I can feel the blue and white pumping through my veins, it smells like football," says Johnson.

When the weekend is over, Johnson works for a quality logistics firm in Lancaster; Rob Sterling is a Vice President of Bioenvision and lives in Nazareth. The cowbell gathers dust and the wig sits in a hall closet, while these fans wait in the off season for their Lions to return. **S**



Center: Frankhouser's Joe-Lopy.

Below Left: Paul Frankhouser lets the inner lion roar.

Below Right: Joe Paterno's statue greets Beaver Stadium visitors.

has accumulated countless live television appearances during football broadcasts, and was also featured on a commercial for the Penn State women's basketball team.

Rob Sterling, 43, Nazareth, jumped at the opportunity to become the Penn State mascot in the spring of 1984. He spent the next two years leading the team into battle. "I do everything in my power to make the crowd get loud," says Sterling. Although more than 20 years have passed since his days as the Nittany Lion, he has reinvented himself as the



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